

# Continuous Intellectual Property Process

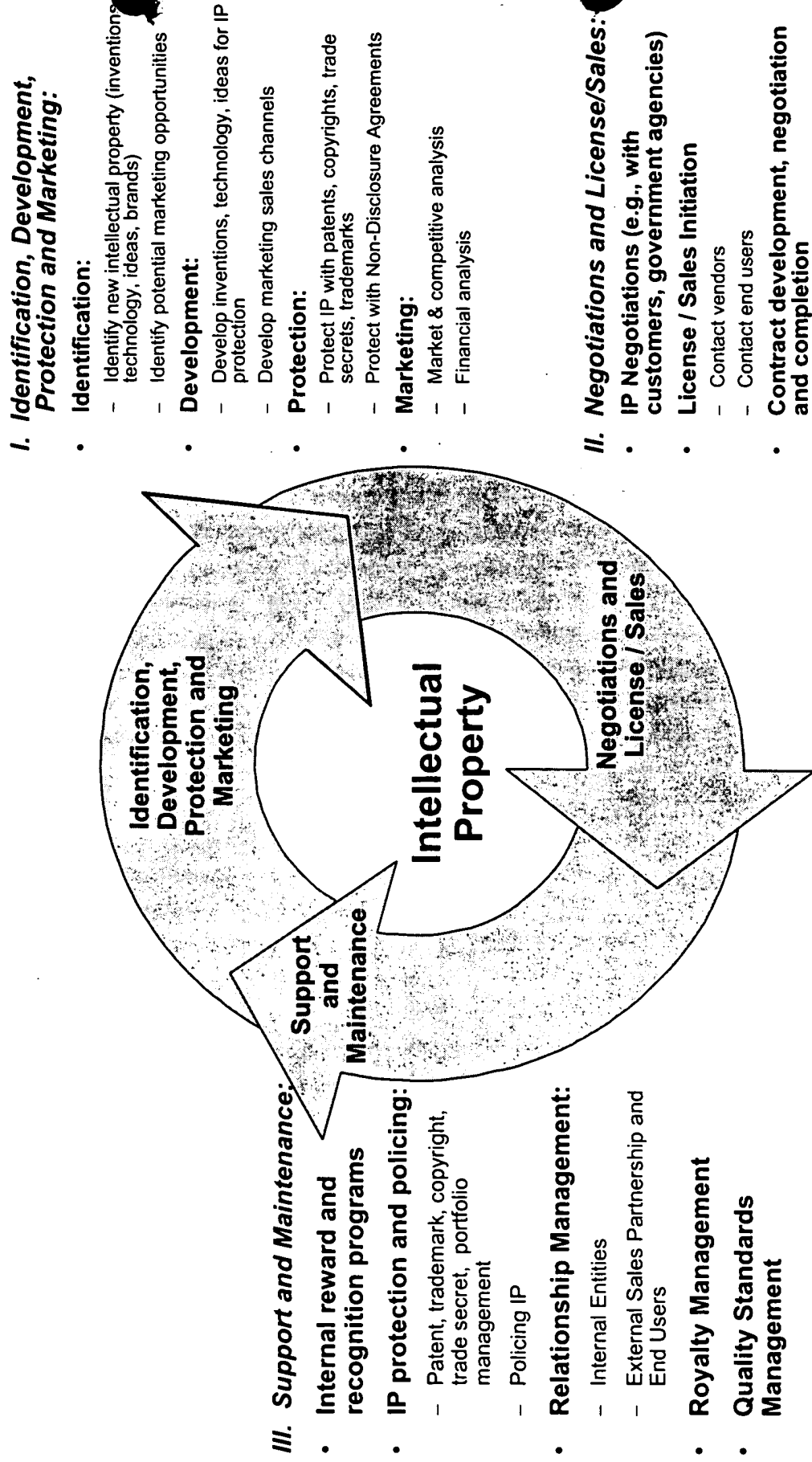
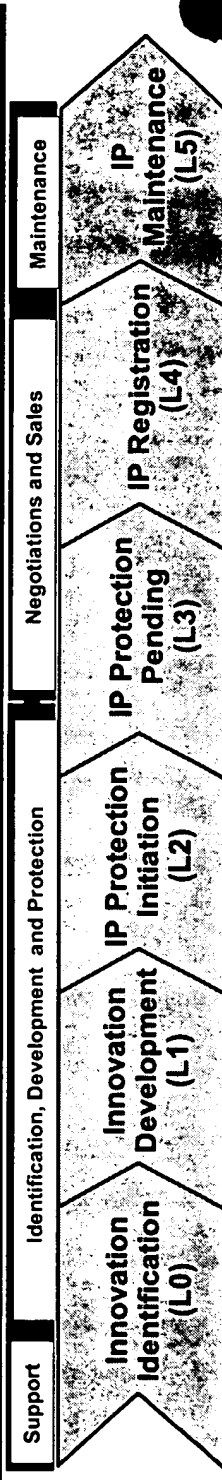


FIG. 1

# IP Protection Life Cycle

## Continuous IP Process:



<b>Effort Spent:</b>	• 1-2 hours/product • 1-2 hours • 3-5 hours • 1-2 hours	• 1-2 hours • 3-5 hours/patent • 3-5 hours/trademark • 1 hour/copyright	• 3-5 hours/patent • 4-6 hours/trademark • 1 hour/copyright	• 3-5 hours/patent • 1-2 hours/trademark • 1 hour/copyright	• 1-2 hours
<b>Time Elapsed (per level):</b>	• 1-5 days	• 1-5 days • 1-5 days/patent • 1-5 days/trademark • 1-5 days/copyright	• 18-24 months/patent • 6-12 mos/trademark • 2-3 months/copyright	• 1-5 days/patent • 1-5 days/trademark • 1-5 days/copyright	• 1 day + periodic
<b>Time Elapsed (total):</b>	• <1 week	• 1-2 weeks	• 4-6 months/patent • 1-3 mos/trademark • 3-4 weeks/copyright	• 22-30 months/patent • 12-18 mos/trademark • 3-4 months/copyright	• 20 years/patent • 5-10 years/trademark • 10 years/copyright

Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.

## IP Protection Activities:

• Internal awareness and education	• Further educate innovation generator on information needed for IP protection	• Assess disclosure form	• Verify filing award received (if any)	• Assist in notification to innovation generator	• Verify issuance award received (if any)
• Internal relationship building	• Assist innovation generator in getting innovation to point for protection with IP	• Notification to IP	• Assist innovation generator with issues relating to using innovation while IP protection pending	• Assist innovation generator in marking registration information	• Record all relevant IP information
• Identify protection opportunities	• Innovation in getting innovation to point for protection with IP	• Verify disclosure award received (if any)	• Follow up with legal regarding status	• Assist innovation generator in understanding extent of IP protection	• Internal follow up
• Identify type of protection(s) needed	• Assist IP Marketing with technical understanding	• Follow up with innovation generator and legal	• Review written documents from government agency where application filed & assist in response	• Assist innovation generator in protection registration	• IP policing
• Catalog and qualify opportunities	• Disclose form received	• Application filed			
• Notification to IP Marketing for marketing	• Clearance				
• IP Protection team member assigned	• Searches				

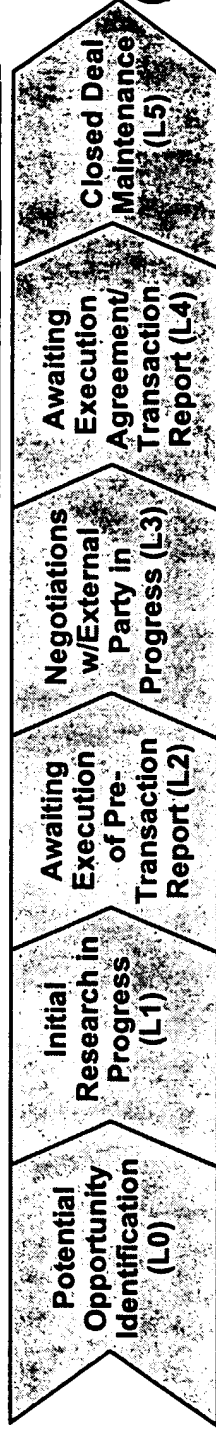
## Measures:

• Innovations identified (#/types)	• # Disclosures	• Applications filed	• Proper innovation usage during IP	• # Registration	• IP attributes cataloged
• Quality of innovations	• Innovation attributes known and cataloged	• Quality of applications	• Pendancy	• Proper markings	

FIG. 2

# IP Marketing Life Cycle

## Continuous IP Process:



### Effort Spent:

Time Elapsed (per level):

Time Elapsed (total):

### IP Marketing Activities:

- 1-5 days
- 1-2 hours/product
- <1 week
- Internal awareness and education
- Internal relationship building
- Identify potential marketing opportunities
- Catalog and qualify potential opportunities
- Notification to IP Protection for disclosure
- IP Marketing team member assigned
- 7-10 days
- 5-10 hours/product
- 1-2 weeks
- Begin market research
- Follow-up interview with SME
- Begin product scorecard research
- Assess competitive environment
- Initial valuation of product
- Prioritize product within portfolio
- Make Go-No Go decision
- Begin to get internal buy-in
- Draft & submit PTR
- 7-10 days
- 5-10 hours/deal
- 2-3 weeks
- Conduct in-depth interview with SME & continue to build relationship
- Begin channel strategy
- Continue competitive research and valuation of product
- Initiate contact with chosen sales partners/end users
- Utilize NDAs
- Protect IP prior to disclosing (when possible)
- 1-5 months
- 10-50 hours/deal
- 2-6 months
- Continue product valuation, market research, & channel strategy
- Create product overview presentation (external)
- Determine structure & pricing of deal
- Begin and complete negotiations / contracts
- Draft & submit Transaction Report
- 7-10 days
- 1-2 hours/deal
- 2-6 months
- Finalize fine points of contract
- Manage technical and logistic issues of product
- Sign contracts
- Record all relevant product information
- Record all relevant deal information
- Track royalties
- Sales partner / end user relationship management
- Internal follow up
- Quality standards management
- IP policing
- 1 day + ongoing
- 1-2 hours/deal +
- 2-6 months

### Measures:

- Products identified
- Quality of products
- Product attributes known & cataloged
- PTR for all deals
- Accuracy of valuations
- Terms of deals
- # times contract reworked
- TR for all deals
- Revenues
- % licensed with patent protection
- Deal attributes cataloged

FIG. 3

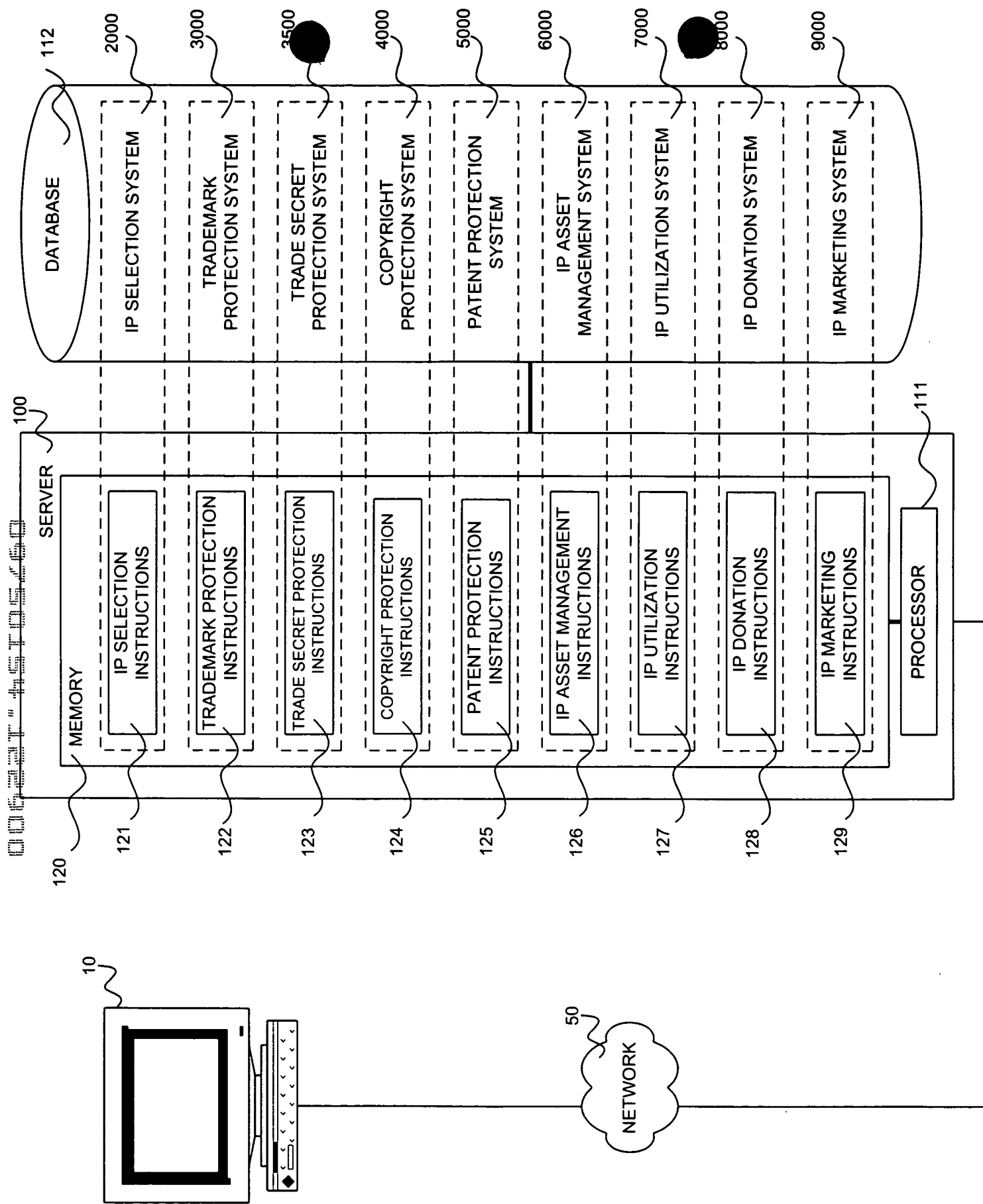


FIG. 4

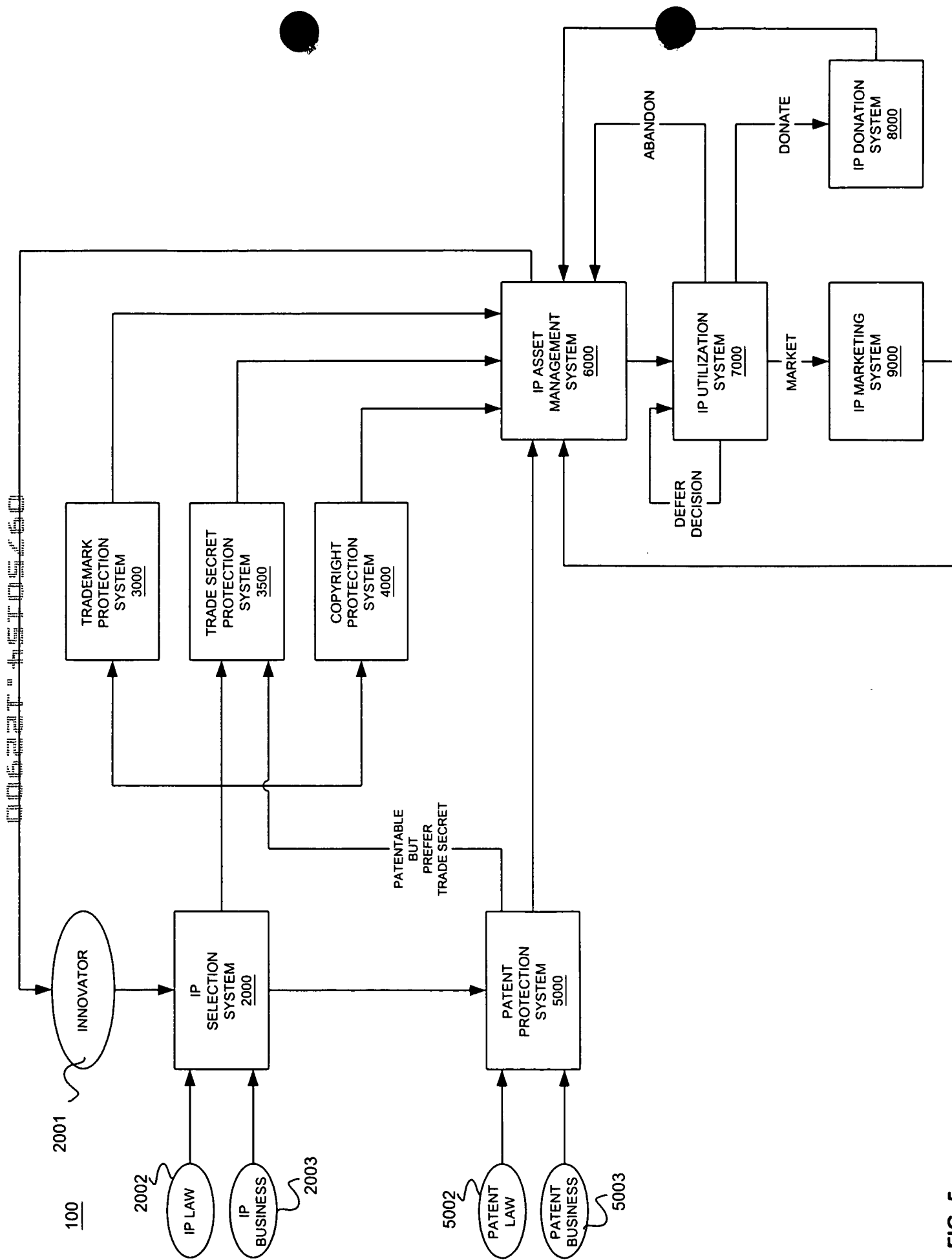
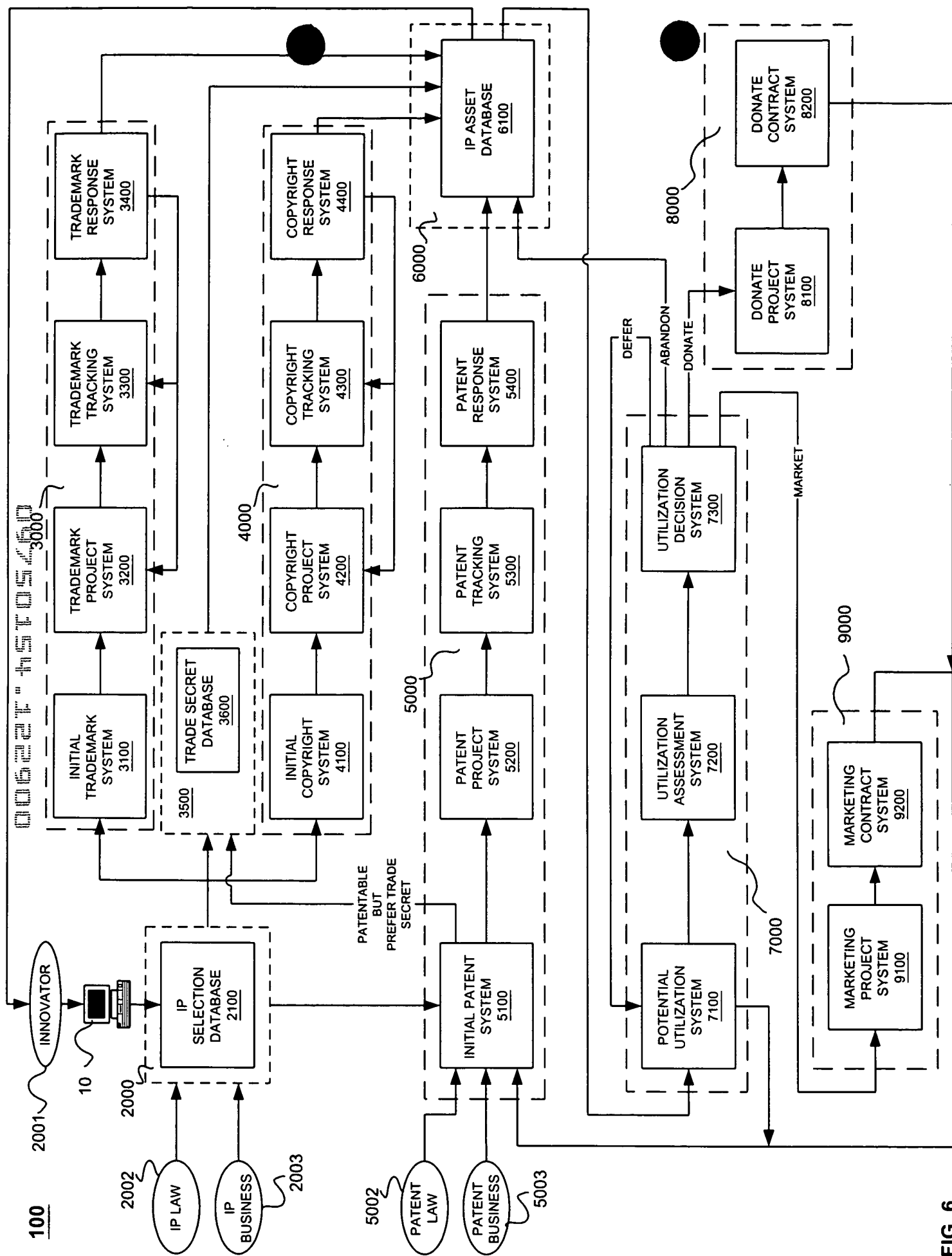


FIG. 5



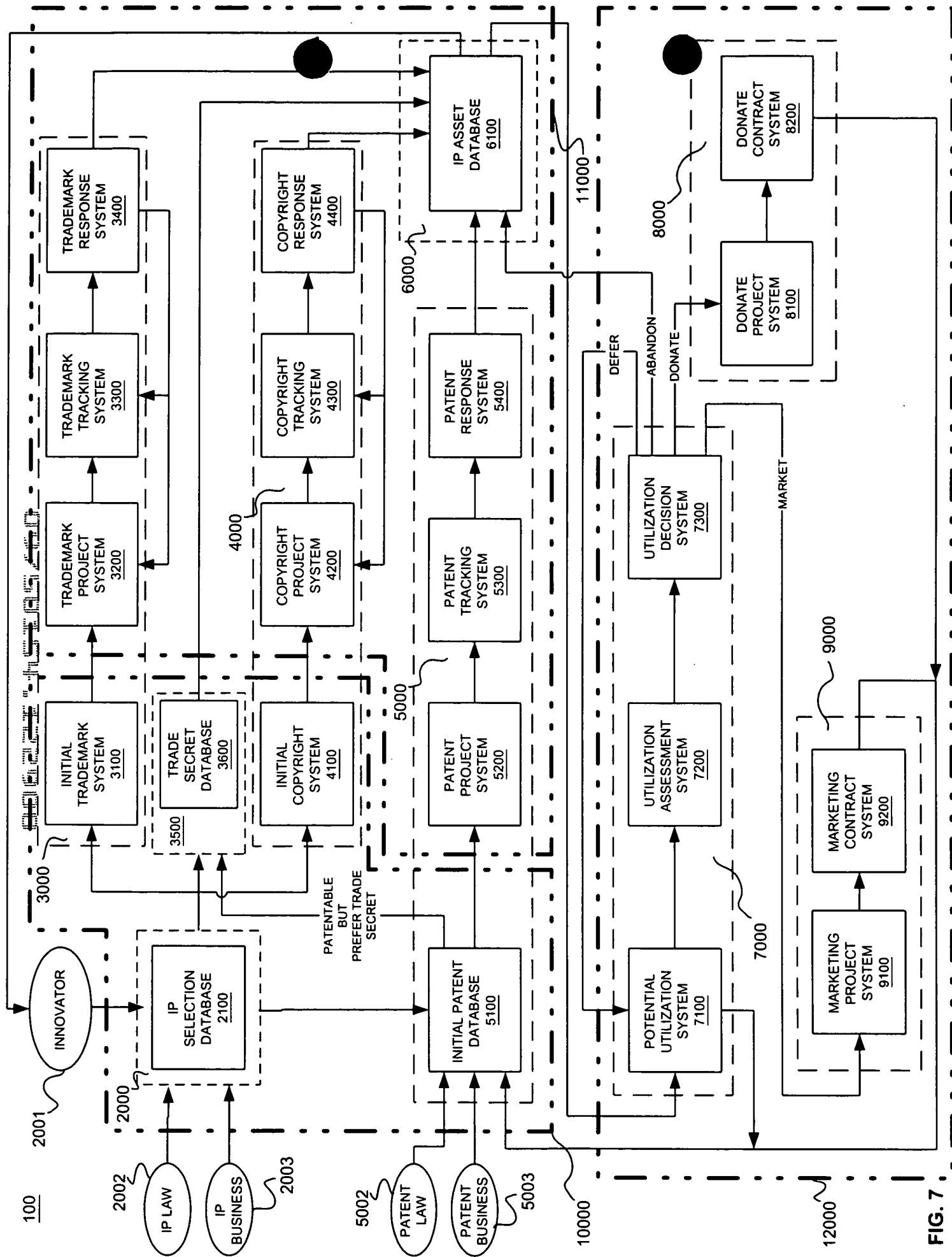


FIG. 7

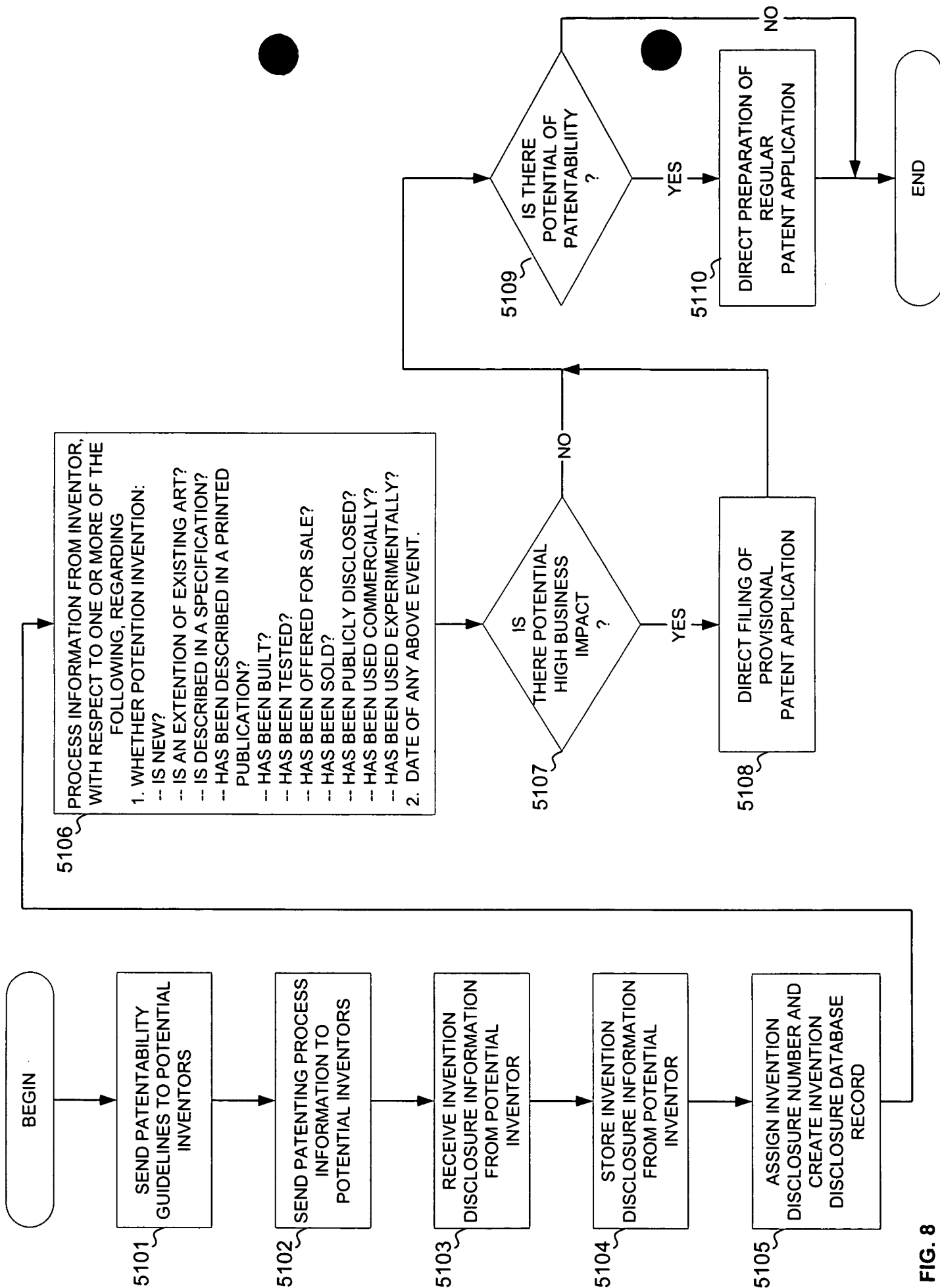


FIG. 8



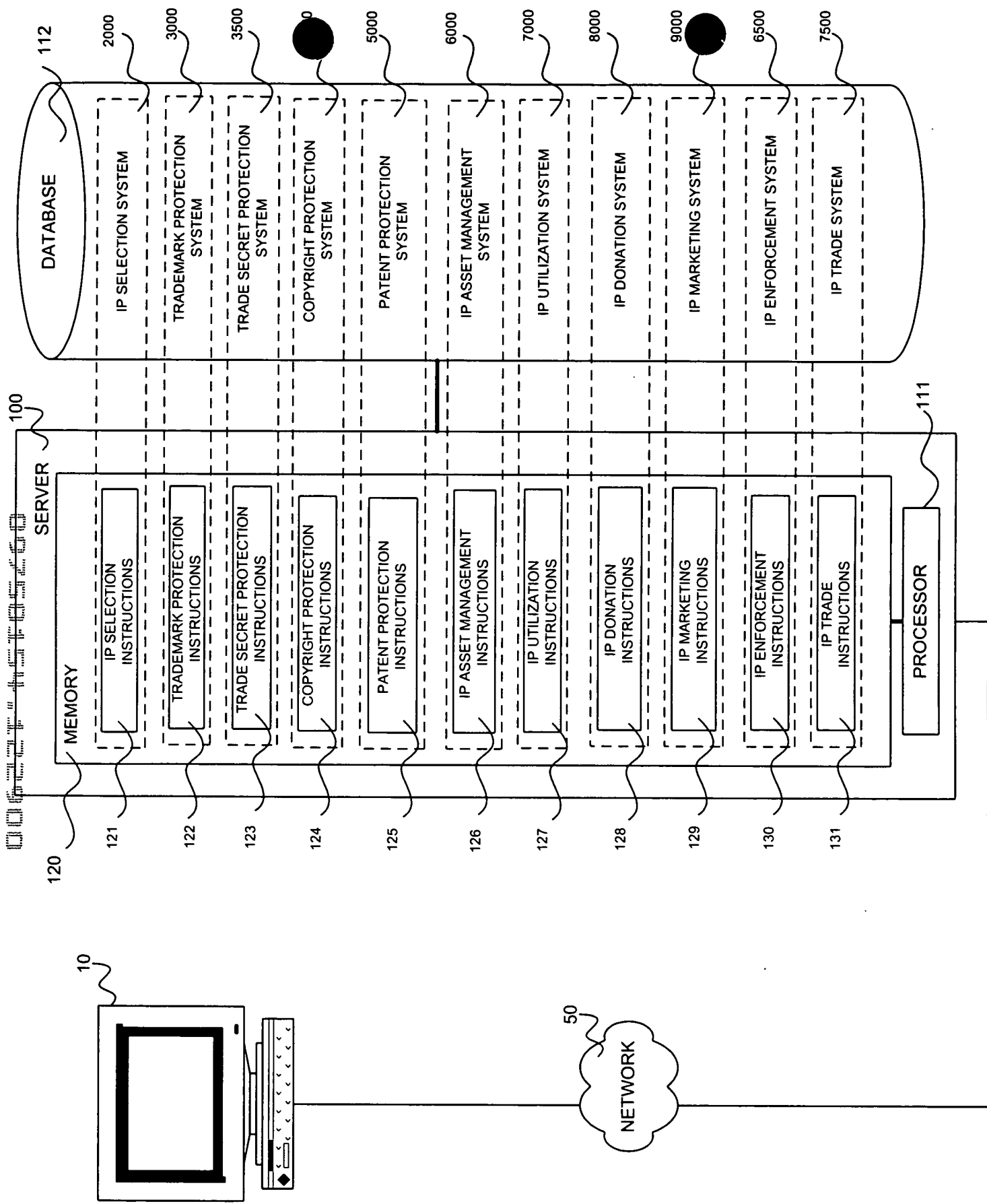
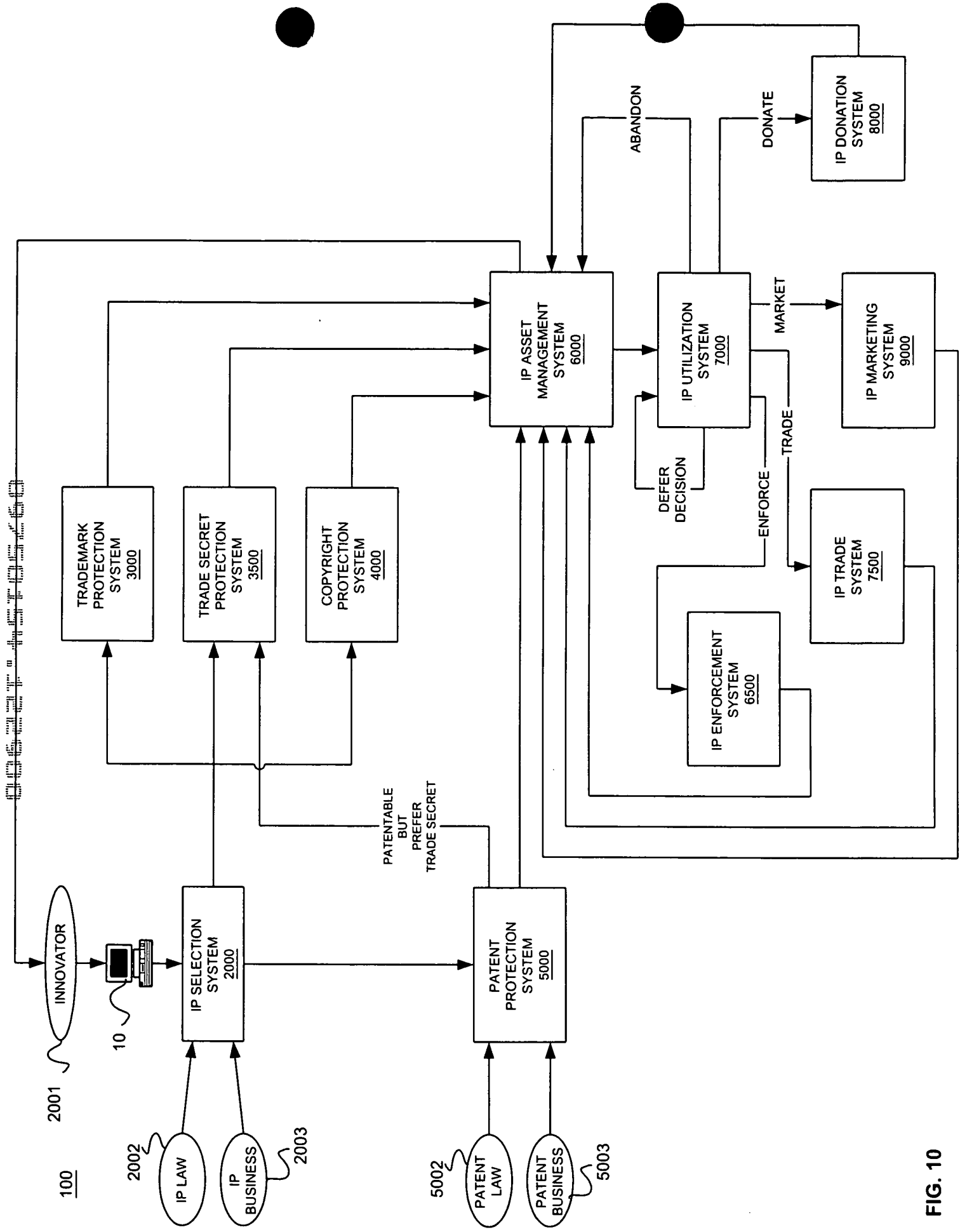


FIG. 9



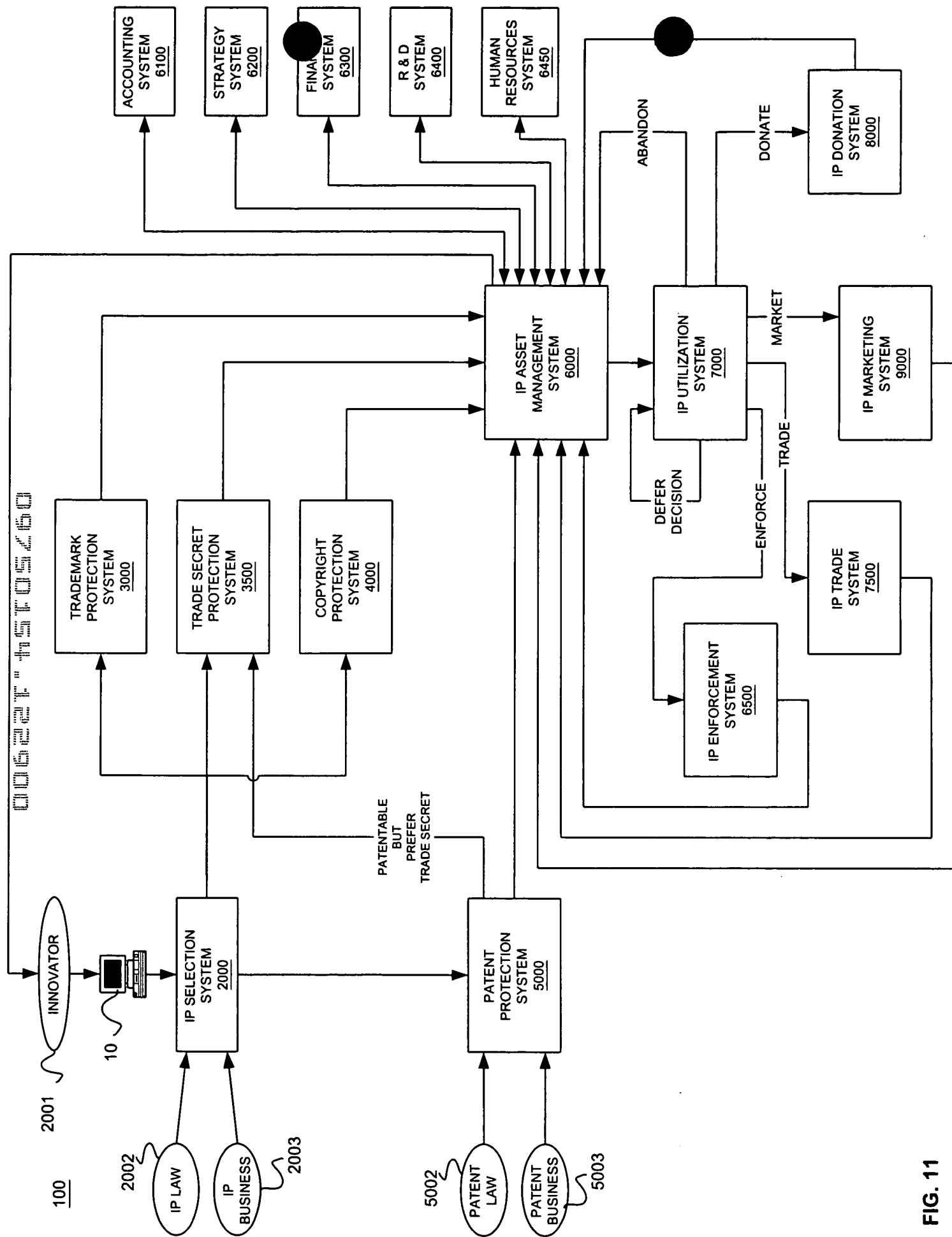


FIG. 11

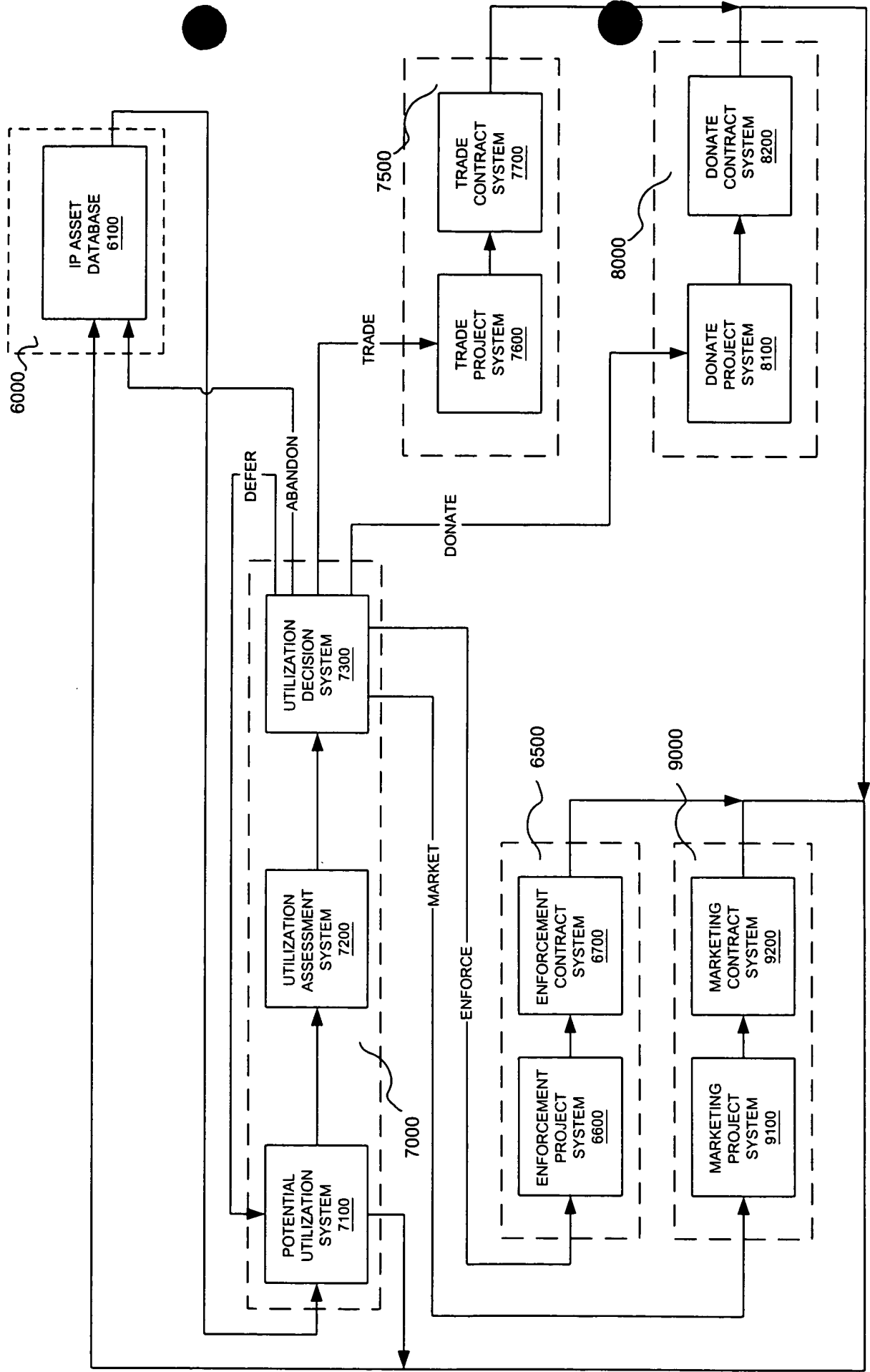


FIG. 12

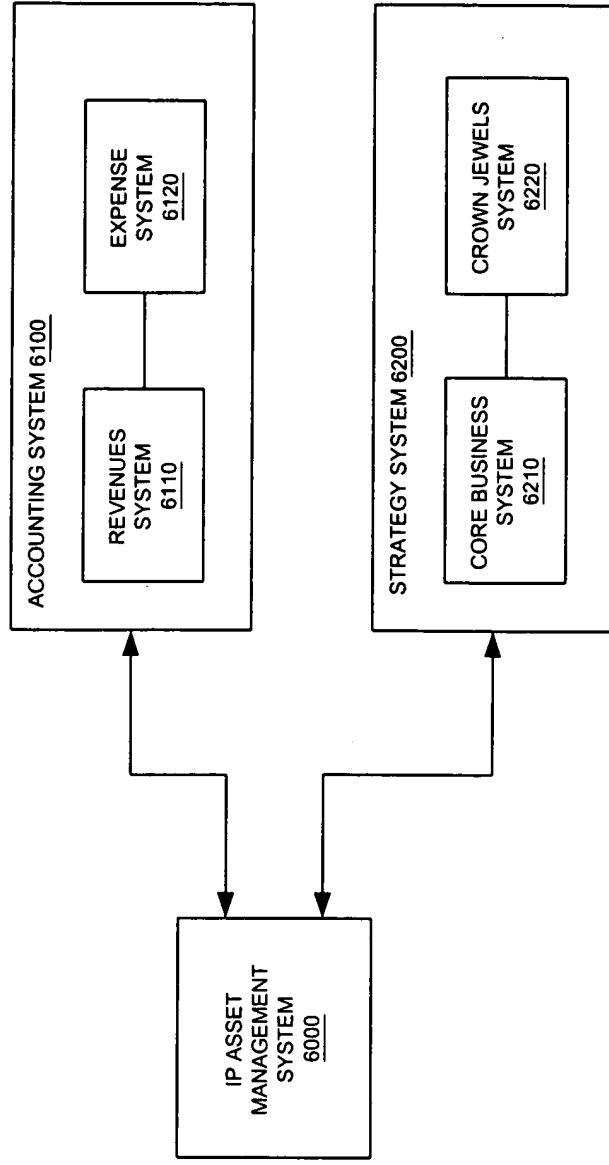


FIG. 13



	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%	
1	PRODA	BUB	X						42					2001	3.5M	0.5	
2	PRODB	BUC	Z										45	4Q 00	1M	0.9	
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25	
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5	
5	PRODE	BUD	X					35						4Q 00	3.5M	0.05	
6	PRODF	BUE	W					35									
7	PRODG	BUD	W		35												
8	PRODH	BUC	X					35						2001	500K		
9	PRODI	BUE	Z						35					2001			
10	PROD J	BUE	X					40						2001	5M	0.33	
11	PROD K	BUB	W								47			2001	6M	0.9	
12	PRODL	BUD	Y	31X										-----	-----	-----	
13	PROD M	BUB	Y					35									
14	PROD N	BUA	W				38							2001			
15	PRODO	BUC	Y	36X										-----	-----	-----	
				INITIAL RESEARCH	MARKET RESEARCH	PTR APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT				

FIG. 15

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PRODUCT		B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODF	BUE	W					35								
2	PRODG	BUD	W		35											
3	PRODK	BUB	W								47			2001	6M	0.9
4	PROD N	BUA	W				38							2001		
5	PRODA	BUB	X						42					2001	3.5M	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODH	BU C	X					35						2001	500K	
8	PROD J	BUE	X					40						2001	5M	0.33
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
10	PRODL	BUD	Y	31X										-----	-----	-----
11	PRODM	BUB	Y					35								
12	PRODO	BUC	Y	36X										-----	-----	-----
13	PRODB	BUC	Z										45	4Q 00	1M	0.9
14	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
15	PRODI	BUE	Z						35					2001		

FIG. 16



	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODB	BUC	Z										45	4Q 00	1M	0.9
2	PRODK	BUB	W								47			2001	6M	0.9
3	PRODA	BUB	X						42					2001	3.5M	0.5
4	PRODI	BUE	Z						35					2001		
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODF	BUE	W					35								
8	PRODH	BUC	X					35						2001	500K	
9	PRODM	BUB	Y					35								
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
12	PROD N	BUA	W				38							2001		
13	PRODG	BUD	W		35											
14	PRODL	BUD	Y	31X										----	----	----
15	PRODO	BUC	Y	36X										----	----	----
				INITIAL RESEARCH	MARKET RESEARCH	PTR	MARKET PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT		

FIG. 17

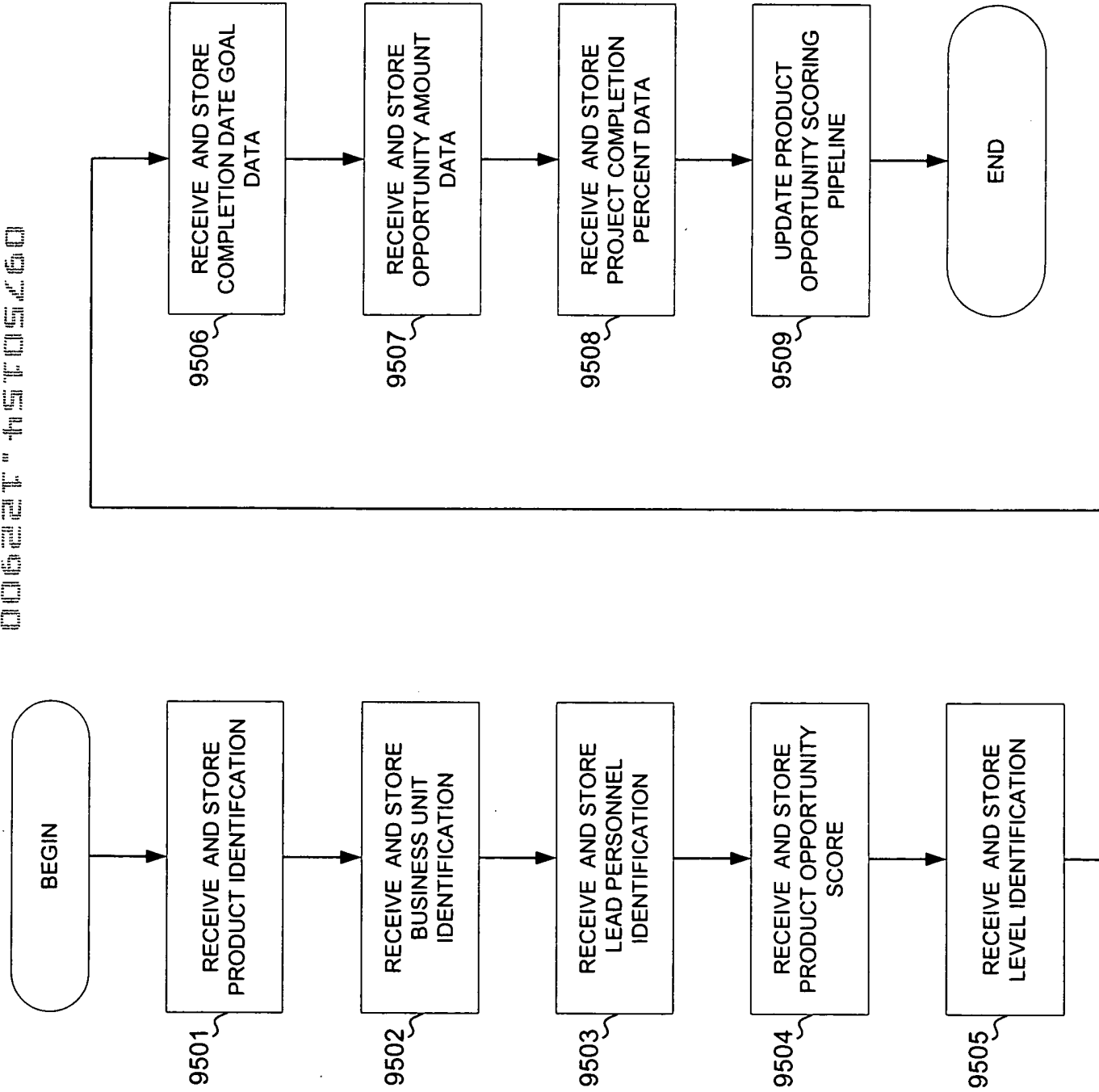


FIG. 18

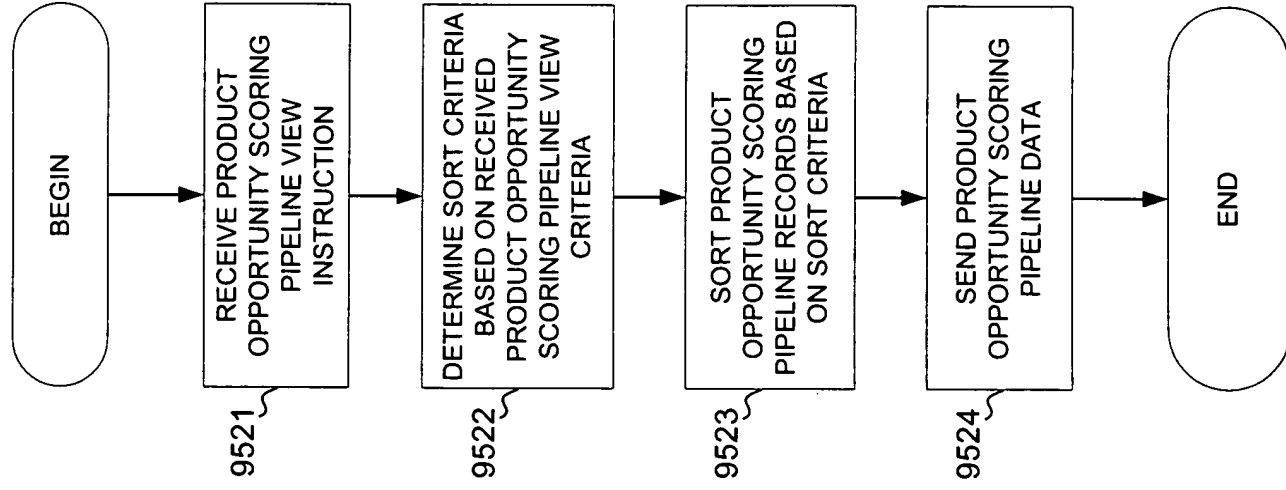


FIG. 19

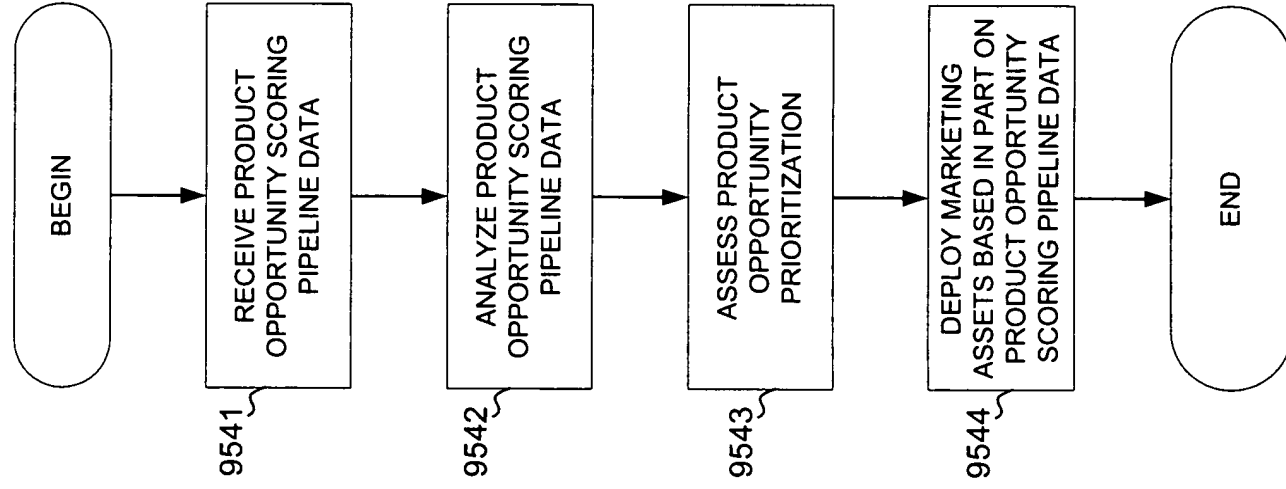


FIG. 20

# Intellectual Property Development, Marketing and Maintenance Database System

## IP Marketing Database - Tables

Table	Description
Companies	Table of companies
Marketing Opps	Table of IP marketing opportunities

## IP Marketing Database - Companies Table

Field Name	Data Type	Description
Formal Name	Text	Mailstop

## IP Marketing Database - Marketing Opps Table

Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
<b>IP Marketing Database - Queries</b>		
<b>Queries</b>		<b>Description</b>
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
<b>IP Marketing Database - Forms</b>		
<b>Forms</b>		<b>Description</b>
Marketing Opps		
<b>IP Marketing Database - Reports</b>		
<b>Reports</b>		<b>Description</b>
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPType 1	Text	
IPType 2	Text	
IPType 3	Text	
IPType 4	Text	
IPType 5	Text	
Project Name	Text	
Contract Tracking Database - Queries		
Queries		Description

FIG. 23

Company Alpha Order		
Unexecuted Agreements		
<b>Contract Tracking Database - Forms</b>		
<b>Forms</b>		<b>Description</b>
Contracts Listing		
<b>Contract Tracking Database - Reports</b>		
<b>Reports</b>		<b>Description</b>
Unexecuted Agreements		

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FIG. 24



Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
SupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DHCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Requet Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Reuquest Sent to IP Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Date Award was Recongnized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Article
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
Dept Title	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name

**Innovation Awards Database - Company Addresses Table**

Field Name	Data Type	Description
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip

**Innovation Awards Database - ESP Coordinators Table**

Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNamePC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
<b>Innovation Awards Database - Forms</b>		
<b>Forms</b>		<b>Description</b>
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
<b>Innovation Awards Database - Reports</b>		
<b>Forms</b>		<b>Description</b>
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

00750154-122500

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:	L2 - Awaiting Execution Pre-Transaction		Opportunity No. 1
Date Status Changed To:	L1	L2 12/9/98	L3 L4 L5
Product/Project Name:	TechNet		Deal Size: C = LARGE
Product Group:	Network		Deal Priority: A = LOW
Product Type:	Software		Top Deals Rept? <input type="checkbox"/>
Type of IP Involved:	Proprietary Information		Est. \$\$\$ Range:
Patent Status:	Filed		Deal \$\$\$ Value:
BellSouth Entity:	BellSouth Telecommunications, Inc.	BIPMARK Lead:	CB
Sub-entity Name :	Network	BIPMARK Support 1:	
BellSouth Contacts:	Bill Smith	BIPMARK Support 2:	
		BIPMARK Support 3:	
Marketing Participant:	Andersen Consulting (to BT, SBC)	Participant Type:	Remarketing
Address:		Participant Contacts:	
City, State, Zip			
Estimated Availability Date:	1/ 1/99		
Description of Opp. :			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:	1/15/99		
Follow-Up Actions to be Taken:	Check on status of investigation		

FIG. 29

SCANNED, # 14

**Patent**  
**Status**

<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>
1	2	3

**Priority**

**Reason/Comments**

***Tuesday, December 14, 1999***

**PRIVATE/PROPRIETARY**

**Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.**

*BellSouth Intellectual Property Marketing Corporation  
Level 1 (Initial Research in Progress) WIP Report*

*Date Generated: Tuesday, December 14, 1999*

<u>Product/Project Name</u>	<u>Subsidiary Name</u>	<u>Opp #</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Date Cld</u> <u>to L1</u>
-----------------------------	------------------------	--------------	----------------------	---------------------	-------------	----------------	-------------------	------------------	-----------------	---------------------------------

# BELLSOUTH Intellectual Property Companies Contract Tracking Database

Agreement Type:					
First Party:					
Second Party:					
Third Party:					
Effective Date:		Termination or Renewal Date:			
Termination or Renewal Terms:					
Confidentiality Period?					
Executed Copy on File?		Location of Original:			
Comments:					
View Executed Contract:					
View Other Document:					
<i>For Remarketing Agreements Only:</i>					
Affiliate Involved:					
Transaction Type:		Project Name:			
Type of IP Involved:					
View Transaction Report:					
Frequency of Payment:					
Payment/Royalty Due Date:		Amount Due:			
Additional Payment Terms:					
YTD Totals:	1999	2000	2001	2002	2003

006221-4515260

FIG. 32



*Unexecuted Agreements*

<i>Agreement Type</i>	<i>First Party</i>	<i>Second Party</i>
-----------------------	--------------------	---------------------

FIG. 33

0062254-122900

Award #	D99-192	Type	Disclosure Award	Legal Case #	09192	Key #	868
---------	---------	------	------------------	--------------	-------	-------	-----

Inventor Information	
Title Mr.	Name
BellSouth Co	
Suite	
Address	
City	State Zip
Phone No	
FAX No	
Still BellSouth employee?	
IP Coordinator ID#	

Inventor's Supervisor	Inventor's Department Head
Title	Grp
Name	Name
Suite	Title
Address	Suite
City	Address
State	City
Zip	State
	Zip

Disclosure Award	Filing Award
Title	Title
Sales Information Storage/Tracking/Notification	
11/11/99 Disclosure Received by Legal	Date Application Filed
11/11/99 Disclosure Received by BIPMAN	Date BIPMAN Notified of Filing
11/16/99 Letter and Gift Sent to Inventor	Filing Award Request Sent to IPC
Gift Sent: Wooden Pen	Filing Award Payment Conf Rec'd
BSCC ESP Program: No Coord Name	Filing Award Recognized at Banquet

Issuance Award	Publication Award
US Patent Number	Title/Pub Name
Title	
Date Patent Issued	Date Article Published
Date BIPMAN Notified of Issuance	Date BIPMAN Notified of Publication
Issuance Award Request Sent to IPC	Rec'd Request for Release Form
Issuance Award Payment Conf Rec'd	Publication Award Request Sent to IPC
Iss Award Recognized at Banquet	Confirmation of Payment Rec'd
	Publ Award Recognized at Banquet

Inventor Achievement Award	General Award
Patent Nos	Title
Date Last Patent Issued	\$ Amount of General Award
Date BIPMAN Notified of Inv Ach Awd	Date General Award Appl Rec'd
Inv Ach Award Request Sent to IPC	General Award Request Sent to IPC
Inv Ach Award Payment Conf Rec'd	General Award Payment Conf Rec'd
Inv Ach Award Recognized at Banquet	Gen Award Recognized at Banquet

General Notes
FIG. 34

09750154-122900

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Company Addresses

Company Name	BellSouth Entertainment
Formal Name	BellSouth Entertainment, Inc.
Street Address	1100 Abernethy Road
City	Atlanta
State	GA
Zip Code	30328

Record: 1 of 1

Award: Data

Company Name

FIG. 35

005221-122900









ESP COORDINATORS		  	
ESP COORDINATOR	JANE DOE		
COMPANY	A - ALL		
MARKET	ALL STATES		
STATE / REGION	ALL STATES / REGS		
PHONE	(404) 555-1212		
FAX	(404) 555-1313		
STREET ADDRESS 1	100 PEACHTREE STREET		
STREET ADDRESS 2	SUITE 4005		
CITY	ATLANTA		
STATE	GA		
ZIP	30309		
MAIL CODE	MC01		
RECORD	 	1	   of 54

FIG. 36

09750454-122900

Microsoft Access

File Edit View Format Records Tools Window Help

IP Coordinators

IP ID#	25		
Full Name	Amy Sherwood	Title	Ms.
Company Name	SGS - BotSouth Business Systems, Inc.		
Mailstop	7E01		
Street Address	1155 Peachtree Street, N.E.		
City	Atlanta		
State	GA	Zip Code	30309
Phone#	(404) 249-2738	FAX#	(404) 249-2866

Records: 1 of 1

Award: Dal

IP Coordinator / m

FIG. 37

## Innovation Award Request Patent Filing Award

Date of Request <i>December 8, 1999</i>	BellSouth File No. <i>98059</i>	Innovation Award No. <i>A99-075</i>
Date Application Filed:  Title of Application:		
<p><i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i></p> <p style="text-align: center;"><i>Award Amount:</i></p> <p style="text-align: center;"><i>Approved By:   X   IP Legal</i>  <span style="margin-left: 150px;"><i>_____ BellSouth IP Management Corp.</i></span></p>		
Inventor Name <i>_____</i>	Inventor Signature <i>_____</i>	
Supervisor Name <i>_____</i>	Supervisor Signature <i>_____</i>	
IP Coordinator Name <i>_____</i>	IP Coordinator Signature <i>_____</i>	
<p><b><i>Certification of payment and this signed request form must be returned to:</i></b></p> <p style="text-align: center;"> <b>Julia Spires, Intellectual Property Administrator</b>  <b>1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309</b>  <b>(404) 249-2961</b> </p>		

**PRIVATE/PROPRIETARY/LOCK**

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

**FIG. 38**

MEMORANDUM

To: John E. Lewis  
From: Marcus Delgado  
Date: December 8, 1999  
RE: Notification of Patent Application Filing for  
Title:  
BellSouth No.:  
Filing Date:

---

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

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disclosed outside the BellSouth Companies except pursuant to a written agreement.  
Must be stored in locked files when not in use.

*Patents Granted 9/1/99 Through 11/30/99*

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A99-067	98013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,963,864	10/ 5/99

FIG. 40



## Marketing Table

Field Name		Data Type	Description	Relates (KEY)		Location of Data	Editable	Security	Comments
Project Number	Number		Unique number to keep track of each project	PK		System generated	Non-Editable		
Project Name	Character		Name of the project			Free Form Entry	Editable		
Status of Project	Character		Status of the project			Lookup Table	Editable		
Status Date	Date		Anticipated dates for different status levels			Can be system generated and/or free form.	Editable		A version can update when changing status levels.
Customer			Pulls additional information into database, Name, Contact, Phone - from People/Address table			Lookup Table	Editable		
			Customer Name						
			Contact						
			Phone						
			Party to final contract?						
Remarketing Partner			Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table			Lookup Table	Editable		
			Company Name						
			Contact						
			Phone						
			Party to final contract?						
IP Group Personnel			Pulls additional information into database, Name, Role, party to final contract - from People/Address table			Lookup Table	Editable		
			Name						
			Role						
Products	Character		Pointer back to product table			Lookup Table	Editable		
Deal Size	Character		Product Name			Lookup Table	Editable		
Deal Value	Number		Drop Down Estimate, small, medium and large			Lookup Table	Editable		
Deal Priority	Character		Actual deal value entered after the deal is closed low, medium, high			Free Form	Editable		
Include in Top Deals Report	Y/N (or CHAR)					Lookup Table	Editable		
Description of Project	Character		Check box designating as important deal			Free Form	Editable		
Followup Date	DATE		Next Scheduled Followup Date			Freeform	Editable		
Followup Actions	Character		Follow-up Actions to be Taken			Freeform	Editable		
Responsible Party	Character		Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values			Lookup Table	Editable		

FIG. 41

Files	Character	pointer back to files and file comments	Freeform	Editable	
		File			
		Comments			
Associated Contract		Pointer that pulls information from contract table - including name	Lookup Table	Editable	
		Name			
		Agreement Type			

Contract Tracking Table

Relates

Field Name	Data Type	Description	(KEY)	Location Data	Editable	Security	Comments
Agreement Number	Number		KEY	System Generated	Non-Editable		
Agreement Name	Character			Freeform	Editable		
Agreement Type	Character			Lookup Table	Editable		
Project Number	Number	Key field for linking to marketing opportunities	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		
Parties	Character	Lookup to People/Address table		Lookup Table	Editable		Should be able to add to the list
		Company Name					
		Type					
		Contact					
Effective Date	DATE			Freeform	Editable		
Termination/Renewal Date	DATE			Freeform	Editable		
Termination/Renewal Terms	Character			Freeform	Editable		
List IP	Character	List of IP Involved; pop-up box to add IP pointers, IP Type, Name, Ref #	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		User can modify which IP is licensed
		IP Type					
		Name					
		Ref. #					
Exclusivity	Character	values: exclusive, non-exclusive		Lookup Table	Editable		
Form of Agreement	Character	values: Distribution License, Straight Use License, Strategic Agreement		Lookup Table	Editable		
Description	Character			Freeform	Editable		
Type of Revenue	Character	values: cash, savings, cash & savings		Lookup Table	Editable		
Unique T&C	Character			Freeform	Editable		
Frequency of Payment	Character			Lookup Table	Editable		
Reason for Termination	Character			Freeform	Editable		
Type of License	Character	Do we still want this? ...not on screen shots		Lookup Table			
Confidentiality Period	DATE			Freeform	Editable		This can be a range or a final date.

FIG. 42

File	Character	Pointer to attached files and comments	Freeform	Editable	
		File Name			
		Comments			
Product	Character				
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable	
		BellSouth Business Unit			
		Royalty Percentage			
Notice Date	Date				
Customers Party to Contract	Character				
Parties to Contract	Character				
Underlying Ip of Product	Character				
Action	Character	Button (field) that points to information in the action table	Lookup Table		
		Expected Due Date			
		Actual Date			
		Action Type (Lookup)			
		Expected Amount			
		Actual Amount			
		Expected Action			
		Actual Action			
		Internal Contact			
		External Contact			
		Comments			
Comments	Character		Freeform		

IP TABLE (Trade Secrets or Copyrights)

Field Name	Data Type	Description	Relates (KEY)				Security	Comments
			Primary Key	Location Data	Editable			
IP #	Number	System Generated		Primary Key	Non-Editable			
IP Type	Character	TS or Copyright or Both		Lookup Table	Editable			
IP Name	Character			Freeform	Editable			
BellSouth Sub-entity	Character			Freeform	Editable			
BellSouth Business Unit	Character			Lookup Table	Editable			Could also be freeform
IP Description	Character	Freeform comments		Freeform	Editable			
Associated Files Attached	Character	Pointer to electronic file and comments		Freeform	Editable			
		File Name						
		Comments						
Copyright Filed?	Character	Build Lookup N/A, Yes or No.		Lookup Table	Editable			

Product Table

Relates										
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments			
Product Description	Character	Product Description		Freeform	Editable					
Product Number	Number	System Generated	Primary Key	Primary Key	Non-editable		System Generated			
BellSouth Sub-entity	Character			Freeform	Lookup Table					
BellSouth Business Unit	Character	Allow multiple values		Lookup Table	Editable		Could also be freeform			
BellSouth Contacts	Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)		Freeform	Editable					
		Name								
		Phone #								
		Position								
List of Patents	Character	Pointer to CPI Patent Database Records		CPI System	Editable					
		Status								
		Docket #								
		Country								
		App. #								
		Filing Date								
		Patent #								
		Issue Date								
		Inventor								
		Title								
		Comments - Not sure if in CPI								
List of TM	Character	Pointer to CPI TM Database Records		CPI System	Editable					
		Status								
		Mark								
		Country								
		App. #								
		Docket #								
		Filing Date								
		Reg. #								
		Reg. Date								
		Renewal Date								
		Comments - Not sure if in CPI								
List of Trade Secrets & Copyrights	Character	Pointer to IP Table		Lookup Table	Editable					
		Name								
		Description								
		BellSouth Sub-entity								
		BellSouth Business Unit								
		IP #								

FIG. 44

Date Available for Sale	DATE			Freeform	Editable		
Technical Requirements	Character			Freeform	Editable		
Product Name	Character	allow multiple values		Freeform	Editable		
Files	Character	pointer to files and comments		Lookup Table	Editable		
		File Name					
		Comments					
Patents Table (CPI)-Used in IP Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Patent #							
Issue Date							
Inventor							
Status							
Docket #							
Title							
Country							
App #							
Filing Date							
Comments		This may not be in CPI					
Trademark Table (CPI) Used in IP Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Mark							
Reg. #							
Registration Date							
Status							
App #							
Docket #							
Country							
Filing Date							
Renewal Date							
Comments		This may not be in CPI					
Corp/Org. Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Name							
Type		IP Group, Remarketing, Customer, Alliance					

FIG. 45

People/Address Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Org							
Name							
Phone							
Address							
Comments							
Position							
Roles Lookup Values							
Contact							
Research							
Other							
Contact Lookup Values							
IP Group Personnel							
End Users/Customers							
BellSouth Business Unit							
Status Lookup Values							
Conduct Initial Research		Used in Marketing Module					
Conduct Market Research and Analysis							
Develop marketing plan & package							
Sell product							
Negotiate contract							
Complete & approve transaction report							
Execute contract							
Set up maintenance plan							
Close out project							
Used in IP Inventory Module, Product Inventory Module							
BellSouth Business Units Lookup Values							
BASC (Affiliate Service Corp.)							
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)							
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (Net)							
BST (Telecommunications)							

FIG. 46



ACTION TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Action Due Date	Date			Freeform		
Action Type	Character			Freeform		
Expected Amount	Number			Freeform		
Expected Action	Character			Freeform		
BellSouth Sub-entity	Character			Freeform		This can be business unit.
Royalty Expected Due Date	Date			Freeform		
Royalty Actual Date	Date			Freeform		
Royalty Action Type	Character			Lookup Table		
Royalty Expected Amount	Number			Freeform		
Royalty Actual Amount	Number			Freeform		
Royalty Expected Action	Character			Freeform		
Royalty Actual Action	Character			Freeform		
Royalty Internal Contact	Character			Lookup Table		
Royalty External Contact	Character			Lookup Table		
Royalty Comments	Character			Freeform		
Start Date	Date			Freeform		
End Date	Date			Freeform		
Period	Character			Lookup		





006227" 45705260

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

>>> connect >>

>> and create something

FIG. 50

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<a href="#">IP Inventory</a>	<a href="#">Product Inventory</a>
<a href="#">Marketing</a>	<a href="#">Contracts/Agreements</a>
<a href="#">Searching/Reporting</a>	<a href="#">Contacts</a>

<p><i>IP Inventory Module</i></p> <p><a href="#">Create New Trade Secret or Copyright Record</a></p> <p><a href="#">View Inventory</a></p> <p><a href="#">Search Inventory</a></p>	<p><b><u>IP Inventory</u></b></p> <p>Please choose an option from the menu bar on the left.</p>
--	---

FIG. 51

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## Create/Edit Trade Secret/Copyright

IP #  Copyright Filed ☐

IP Name

IP Type

BellSouth Business Unit ☐

BellSouth Sub-entity

IP Description

[Associated Files Attached](#)

File to Attach

Browse

Remove File

File Name

Comments

[IP Inventory](#)  
[Module](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

FIG. 52

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## IP Inventory Module

[Create New Trade Secret or  
Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

## View Inventory

### Patents

Sort By

### Trademarks

Sort By

### Trade Secret & Copyrights

Sort By

FIG. 53

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

## IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

## View Inventory

### Patents

Sort By

### Trademarks

Sort By

### Trade Dress

Sort By

### Copyrights

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory

Product Inventory

Marketing

Contracts/Agreements

Searching/Reporting

Contacts

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

View Inventory

Patents

Sort By

N/A

Trademarks

Sort By

N/A

Trade

Sort By

Trademark Name

TM #

Registration Date

Status

Default

Submit

Cancel

FIG. 55

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## IP Inventory Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

## View Inventory

### Patents

Sort By

### Trademarks

Sort By

### Trade Secret & Copyrights

Sort By

Submit:

Name	BellSouth Entity
Business Unit	Business Unit
IP #	
Description	
Default	

FIG. 56



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

IP Inventory Module

## View Inventory

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

### Patents

Status Data DocId # Country App # Filing Date Patent # Issue Date Inventor Title Comments

### Trademarks

Status Data Mark Country DocId # App # Filing Date Reg. # Reg. Date Renewal Date Comments

### Trade Secrets & Copyrights

Name Data Description Data BellSouth Entity Business Unit IP# Data

FIG. 57

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>	<u>Search Inventory</u>
<p><a href="#">Create New Trade Secret or Copyright Record</a></p> <p><a href="#">View Inventory</a></p> <p><a href="#">Search Inventory</a></p>	<p><u>Patents - CPI System</u></p> <p><u>Trademarks - CPI System</u></p> <p><u>Trade Secrets &amp; Copyrights</u></p>

FIG. 58

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## *IP Inventory Module*

- [Create New Trade Secret or Copyright Record](#)
- [View Inventory](#)
- [Search Inventory](#)

## Search Patents

Status		Filing Date	
Docket #		Patent #	
Country		Issue Date	
App. #		Title	
Inventor		Comments	

Search All Fields

FIG. 59

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<a href="#">IP Inventory Module</a>	<a href="#">Search Patents Results</a>
<a href="#">Create New Trade Secret or Copyright Record</a>	
<a href="#">View Inventory</a>	
<a href="#">Search Inventory</a>	

FIG. 60

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<b><u>IP Inventory Module</u></b>	<b><u>Search Trademarks</u></b>																				
<a href="#">Create New Trade Secret or Copyright Record</a>	<table border="1"><tr><td>Status</td><td></td><td>Filing Date</td><td></td></tr><tr><td>Mark</td><td></td><td>Reg. #</td><td></td></tr><tr><td>Country</td><td></td><td>Reg. Date</td><td></td></tr><tr><td>Docket #</td><td></td><td>Renewal Date</td><td></td></tr><tr><td>App. #</td><td></td><td>Comments</td><td></td></tr></table>	Status		Filing Date		Mark		Reg. #		Country		Reg. Date		Docket #		Renewal Date		App. #		Comments	
Status		Filing Date																			
Mark		Reg. #																			
Country		Reg. Date																			
Docket #		Renewal Date																			
App. #		Comments																			
<a href="#">View Inventory</a>	<p>Search All Fields <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>																				
<a href="#">Search Inventory</a>																					

FIG. 61

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory   Product Inventory   Marketing   Contracts/Agreements   Searching/Reporting   Contacts

<p><i>IP Inventory Module</i></p> <p><u>Create New Trade Secret or Copyright Record</u></p> <p><u>View Inventory</u></p> <p><u>Search Inventory</u></p>	<p><b><u>Search Trademark Results</u></b></p> <table border="1"> <tr> <td><u>Status</u></td> <td><u>Mark</u></td> <td><u>Country</u></td> <td><u>Docket #</u></td> <td><u>App.#</u></td> <td><u>Filing Date</u></td> <td><u>Reg. #</u></td> <td><u>Reg. Date</u></td> <td><u>Renewal Date</u></td> <td><u>Comments</u></td> </tr> <tr> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> </tr> </table>	<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App.#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data
<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App.#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>												
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data												

FIG. 62

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

## Search Trade Secret/Copyright Issue

IP#  Copyright Filed

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Full Text File Search

*IP Inventory Module*

[Create New Trade Secret or  
Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

FIG. 63

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory   Product Inventory   Marketing   Contracts/Agreements   Searching/Reporting   Contacts

<u>IP Inventory Module</u>	<u>Search Results</u>										
<u>Create New Trade Secret or Copyright Record</u>	<b>Trade Secrets &amp; Copyrights</b>										
<u>View Inventory</u>											
<u>Search Inventory</u>											
	<table><tr><td><u>Name</u></td><td><u>Type</u></td><td><u>IP #</u></td><td><u>BellSouth Business Unit</u></td><td><u>BellSouth Sub-entity</u></td></tr><tr><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>Name</u>	<u>Type</u>	<u>IP #</u>	<u>BellSouth Business Unit</u>	<u>BellSouth Sub-entity</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>Type</u>	<u>IP #</u>	<u>BellSouth Business Unit</u>	<u>BellSouth Sub-entity</u>							
<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>							

FIG. 64



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)  
[Inventory](#)    [Inventory](#)

## Product Inventory

Please choose an option from the menu bar on the left.

[Create New](#)  
[Product](#)

[View Products](#)

[Search For](#)  
[Product](#)

[View/Edit](#)  
[Contacts](#)

FIG. 65

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Product</u> <u>Inventory</u> <u>Module</u>	<u>Create/Edit Product</u>
<u>Create New</u> <u>Product</u> <u>View Products</u> <u>Search For</u> <u>Product</u> <u>View/Edit</u> <u>Contacts</u>	<div>Product Name <input type="text"/></div> <div>Product Number 1234343</div> <div>BellSouth Business Unit <input type="text"/></div> <div>BellSouth Sub-entity <input type="text"/></div> <div>Product Description <input type="text"/></div> <div>Date Available for Sale <input type="text"/></div> <div>Technical Requirements <input type="text"/></div> <div>BellSouth Contacts</div>

FIG. 66

## BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<input type="button" value="Add Contact"/>		<input type="button" value="Remove Contact"/>

## List of IP

### Patents

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
<input type="button" value="Add Patents"/>					<input type="button" value="Remove Patents"/>				

### Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App #</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
<input type="button" value="Add Trademarks"/>					<input type="button" value="Remove Trademarks"/>				

### Trade Secrets & Copyrights

FIG. 67

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-Entity	Business Unit	IP#

Add TS or Copyright

Remove TS or Copyright

Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name	Comments

Submit

Cancel

FIG. 68

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

<a href="#">Product</a> <a href="#">Inventory</a> <a href="#">Module</a>	<a href="#">View Products</a>
<a href="#">Create New</a> <a href="#">Product</a> <a href="#">View Products</a> <a href="#">Search For</a> <a href="#">Product</a> <a href="#">View/Edit</a> <a href="#">Contacts</a>	<a href="#">View All Products</a> <a href="#">View All Products Sorted By BellSouth Business</a> <a href="#">Unit</a> <a href="#">View All Products for Specific BellSouth Business</a> <a href="#">Unit</a> <a href="#">Advanced View</a>

FIG. 69

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

<a href="#">Product</a> <a href="#">Inventory</a> <a href="#">Module</a>	<a href="#">View All Products</a>		
<a href="#">Create New Product</a> <a href="#">View Products</a> <a href="#">Search For Product</a> <a href="#">View/Edit Contacts</a>	<a href="#">Name</a> Data	<a href="#">BellSouth Business Unit</a> Data	<a href="#">Description</a> Data

FIG. 70

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

## View All Products by BellSouth Business Unit

[Product](#)  
[Inventory](#)  
[Module](#)

[Create New](#)  
[Product](#)

[View Products](#)

[Search For](#)  
[Product](#)

[View/Edit](#)  
[Contacts](#)

<a href="#">BellSouth Business Unit</a>	<a href="#">Name</a>	<a href="#">Description</a>
Data	Data	Data

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

## View All Products By Specific BellSouth Business Unit

[Create New Product](#)  
[View Products](#)  
[Search For Product](#)  
[View/Edit Contacts](#)

BellSouth Business Unit:

Submit

BASC  
 BBI  
 BBS  
 BPC  
 BSC  
 BSCC  
 BSE  
 BSI  
 BSNET  
 BST

FIG. 72





# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)  
[Inventory](#)    [Inventory](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)

<a href="#">Product</a> <a href="#">Inventory</a> <a href="#">Module</a>	<h2><u>View Products Advanced View</u></h2>
<a href="#">Create New Product</a> <a href="#">View Products</a> <a href="#">Search For Product</a> <a href="#">View/Edit Contacts</a>	<div> 1.) Sort By: <input type="text" value="N/A"/> </div> <div> 2.) Sort By: <input type="text" value="N/A"/> </div> <div> 3.) Sort By: <input type="text" value="N/A"/> </div> <div> <input type="button" value="Submit"/>    <input type="button" value="Cancel"/> </div>

FIG. 74

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)




<a href="#">Product Inventory Module</a>	<h2><u>View Products Advanced View</u></h2>
<a href="#">Create New Product</a>  <a href="#">View Products</a>  <a href="#">Search For Product</a>  <a href="#">View/Edit Contacts</a>	<div> 1.) Sort By: <input type="text" value="N/A"/>   2.) Sort By: <input type="text" value="N/A"/>   3.) Sort By: <input type="text" value="N/A"/>  </div> <div> <input type="button" value="Submit"/> <div> <input type="button" value="BellSouth Entity Name"/> <input type="button" value="Description"/> </div> </div>

FIG. 75

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

*Product  
Inventory  
Module*

## View Products Advanced View

[Create New  
Product](#)

[View Products](#)

[Search For  
Product](#)

[View/Edit  
Contacts](#)

1.) Sort By:

Name

2.) Sort By:

BellSouth Entity

3.) Sort By:

Description

Submit

Cancel

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)  
[Inventory](#)    [Inventory](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)

## View Products Advanced View

[Product](#)  
[Inventory](#)  
[Module](#)

[Create New](#)  
[Product](#)

[View Products](#)

[Search For](#)  
[Product](#)

[View/Edit](#)  
[Contacts](#)

Description

Data

BellSouth Entity

Data

Name

Data

FIG. 77

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

***Product  
Inventory  
Module***

## Search Products

[Create New  
Product](#)

[View  
Products](#)

[Search For  
Product](#)

[View/Edit  
Contacts](#)

Product Number

Product Name

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 78

## BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>

Add Contact

Remove Contact

## List of IP

### Patents

<u>Status</u>	<u>Docket#</u>	<u>Country</u>	<u>App.#</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>

Add Patents

Remove Patents

### Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg.#</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>

Add Trademarks

Remove Trademarks

### Trade Secrets & Copyrights

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Add Trade Secrets or Copyrights

Remove Trade Secrets or Copyrights

Associated Files Attached

File Name	Comments

Full Text File Search

Search

Cancel

FIG. 80



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)  
[Inventory](#)   [Inventory](#)   [Marketing Contracts/Agreements Searching/Reporting Contacts](#)

<u>Product Inventory Module</u>	<u>Product Search Results</u>
<a href="#">Create New Product</a> <a href="#">View Products</a> <a href="#">Search For Product</a> <a href="#">View/Edit Contacts</a>	<div> <a href="#">Product Name</a>  <a href="#">Data1</a> </div> <div> <a href="#">Any Criteria Used in Search</a>  <a href="#">Data2</a> </div>

FIG. 81

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

<a href="#">Product Inventory Module</a>	<a href="#">View Product</a>						
<a href="#">Create New Product</a> <a href="#">View Products</a> <a href="#">Search For Product</a> <a href="#">View/Edit Contacts</a>	<div>Product Number 12323</div> <div>Product Name Product</div> <div>BellSouth Sub-entity Entity</div> <div>BellSouth Business Unit Main Unit</div> <div>Product Description</div> <div>Date Available for Sale 2/14/2000</div> <div>Technical Requirements</div>						
<div>BellSouth Contacts</div> <table border="1"> <tr> <td><a href="#">Name</a></td> <td><a href="#">Phone #</a></td> <td><a href="#">Position</a></td> </tr> <tr> <td>Howard Johnson</td> <td>1-800-555-1212</td> <td>Director</td> </tr> </table>		<a href="#">Name</a>	<a href="#">Phone #</a>	<a href="#">Position</a>	Howard Johnson	1-800-555-1212	Director
<a href="#">Name</a>	<a href="#">Phone #</a>	<a href="#">Position</a>					
Howard Johnson	1-800-555-1212	Director					
<div>List of IP</div>							

FIG. 82

09250144 11 11 0000

# List of IP

## Patents

[illegible]

## Trademarks

[illegible]

## Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-entity</u>	<u>Business Unit</u>	<u>IP#</u>

**Associated Files Attached**

File Name	Comments

## Exit

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)  
[Inventory](#)   [Inventory](#)   [Marketing](#)   [Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)

## Marketing

Please choose an option from the menu bar on the left.

[Create New Project](#)  
[View/Edit Project](#)  
[Search/Report Projects](#)  
[View/Edit Contacts](#)

FIG. 84

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

Marketing Module	Create New Project
<a href="#">Create New Project</a> <a href="#">View/Edit Project</a> <a href="#">Search/Report Projects</a> <a href="#">View/Edit Contacts</a>	<div>Project # 121232</div> <div> <div>Project Name</div> <div>Status</div> <div>Deal Value</div> <div>Include in Top Deals Report <input type="checkbox"/></div> </div> <div> <div>Status Date</div> <div>Deal Size</div> <div>Deal Priority</div> </div> <div>Description of Project</div> <div> <div>Follow-up Date</div> <div>Responsible Party</div> </div> <div> <div>Follow-up Actions</div> <div>Products</div> </div>

FIG. 85

<u>Products</u>									
<table><tr><td>Product Name</td><td></td></tr><tr><td></td><td></td></tr></table>		Product Name							
Product Name									
<table><tr><td>Add Product</td><td>Remove Product</td></tr></table>		Add Product	Remove Product						
Add Product	Remove Product								
<u>Customer</u>									
<table><tr><td>Customer Name</td><td>Contact</td><td>Phone</td><td>Party to Final Contract</td></tr><tr><td></td><td></td><td></td><td><input type="checkbox"/></td></tr></table>		Customer Name	Contact	Phone	Party to Final Contract				<input type="checkbox"/>
Customer Name	Contact	Phone	Party to Final Contract						
			<input type="checkbox"/>						
<table><tr><td>Add Customers</td><td>Remove Customers</td></tr></table>		Add Customers	Remove Customers						
Add Customers	Remove Customers								
<u>Remarketing Partners</u>									
<table><tr><td>Company Name</td><td>Contact</td><td>Phone</td><td>Party to Final Contract</td></tr><tr><td></td><td></td><td></td><td><input type="checkbox"/></td></tr></table>		Company Name	Contact	Phone	Party to Final Contract				<input type="checkbox"/>
Company Name	Contact	Phone	Party to Final Contract						
			<input type="checkbox"/>						
<table><tr><td>Add Partner</td><td>Remove Partner</td></tr></table>		Add Partner	Remove Partner						
Add Partner	Remove Partner								
<u>IP Group Personnel</u>									

FIG. 86

<u>IP Group Personnel</u>					
<u>Name</u>	<u>Role</u>				
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>				
<u>Associated Files Attached</u>					
<u>File to Attach</u>	<input type="button" value="Browse..."/> <input type="button" value="Remove File"/>				
<table><tr><td><u>File Name</u></td><td><u>Comments</u></td></tr><tr><td> </td><td> </td></tr></table>	<u>File Name</u>	<u>Comments</u>			
<u>File Name</u>	<u>Comments</u>				
<u>Contract Records</u>					
<table><tr><td><u>Contract Name</u></td><td><u>Agreement Type</u></td></tr><tr><td> </td><td> </td></tr></table>	<u>Contract Name</u>	<u>Agreement Type</u>			
<u>Contract Name</u>	<u>Agreement Type</u>				
<input type="button" value="Create Contract Record"/>	<input type="button" value="Add Associated Contract Record"/> <input type="button" value="Remove Associated Contract Record"/>				
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>				

FIG. 87

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

<u>Marketing Module</u>	<u>View Projects</u>
<a href="#">Create New Project</a> <a href="#">View/Edit Project</a> <a href="#">Search/Report Projects</a> <a href="#">View/Edit Contacts</a>	<div>Default Search</div> <div>Custom Sort</div> <div>1.) Sort By: <input type="text" value="N/A"/></div> <div>2.) Sort By: <input type="text" value="N/A"/></div> <div>3.) Sort By: <input type="text" value="N/A"/></div> <div> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </div>

FIG. 88



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product  
Inventory      Marketing Contracts/Agreements Searching/Reporting Contacts

<i>Marketing Module</i>	<u>View Project-Results</u>					
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> <u>View/Edit Contacts</u>	<u>Project Name</u> <u>Data1</u>	<u>Customer</u> <u>Data2</u>	<u>Product</u> <u>Data3</u>	<u>Status</u> <u>Data4</u>	<u>Deal Priority</u> <u>Data5</u>	<u>Deal Value</u> <u>Data6</u>

FIG. 89

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Marketing Module</u>	<u>View Project</u>
<a href="#">Create New Project</a> <a href="#">View/Edit Projects</a> <a href="#">Search/Report Projects</a> <a href="#">View/Edit Contacts</a>	<div> <div>Project # 12334</div> <div>Status Date 2/2/2000</div> <div>Deal Size Small</div> <div>Deal Priority Low</div> </div> <div> <div>Status Conduct Initial Research</div> <div>Deal Value \$1.2 Billion</div> <div>Include in Top Deals Report <input type="checkbox"/></div> </div> <div>Description of Project</div> <div> <div></div> <div></div> </div> <div> <div>Follow-up Date 2/2/2000</div> <div>Follow-up Actions Action</div> <div>Responsible Party Mike Stevens</div> </div> <div> <div><u>Products</u></div> <div> <div><u>Product Name</u></div> <div><u>Product</u></div> </div> <div><u>Customer</u></div> </div>

FIG. 90

Customer

<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
IBM	John Jim	212-555-1212	<input type="checkbox"/>

Remarketing Partners

<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
IBM	Bob Smith	212-555-1212	<input type="checkbox"/>

IP Group Personnel

<u>Name</u>	<u>Role</u>
-------------	-------------

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Edit

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

<b>Marketing Module</b>	<p><a href="#">View Projects</a></p>
<p><a href="#">Create New Project</a></p> <p><a href="#">View/Edit Project</a></p> <p><a href="#">Search/Report Projects</a></p> <p><a href="#">View/Edit Contacts</a></p>	<p><b>Default Search</b></p> <p><b>Custom Sort</b></p> <p>1.) Sort By: <input type="text" value="Customer Company Name"/></p> <p>2.) Sort By: <input type="text" value="Product Name"/></p> <p>3.) Sort By: <input type="text" value="Customer Company Name"/></p> <p>N/A</p> <p><input type="button" value="Submit"/></p> <p>Customer Company Name Product Name Remarking Partner Company Name Status Deal Priority Deal Value Deal Size IP Group Personnel</p>

FIG. 92

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

Marketing Module	<u>View Projects-Results</u>
<a href="#">Create New Project</a> <a href="#">View/Edit Project</a> <a href="#">Search/Report Projects</a> <a href="#">View/Edit Contacts</a>	<div> <a href="#">Criteria 1</a> <a href="#">Criteria 2</a> <a href="#">Criteria 3</a> </div> <div> <a href="#">Data1</a> <a href="#">Data2</a> <a href="#">Data3</a> </div> <div> <a href="#">Project #</a> <a href="#">Data4</a> </div> <div> <a href="#">Customer</a> <a href="#">Data5</a> </div> <div> <a href="#">Product</a> <a href="#">Data6</a> </div>

FIG. 93

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

<p><u>Marketing</u> <u>Module</u></p>	<p><u>Edit Project</u></p>
<p> <a href="#">Create New Project</a>  <a href="#">View/Edit Project</a>  <a href="#">Search/Report Projects</a>  <a href="#">View/Edit Contacts</a> </p>	<p> Project Name <input type="text"/> Project # <input type="text"/>  Status <input type="text"/> Status Date <input type="text"/>  Deal Value <input type="text"/> Deal Size <input type="text"/>  Include in Top Deals Report <input type="checkbox"/> Deal Priority <input type="text"/> </p> <p>Description of Project</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div> <p> Follow-up Date <input type="text"/> Follow-up Actions <input type="text"/>  Responsible Party <input type="text"/> </p> <p>Products</p>
	<div style="border: 1px solid black; height: 100px; width: 100%;"></div> <p>Product Name</p>

FIG. 94

Products

<u>Product Name</u>	

Add Product	Remove Product
-------------	----------------

Customer

<u>Customer Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>

Add Customers	Remove Customers
---------------	------------------

Remarketing Partners

<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>

Add Partner	Remove Partner
-------------	----------------

IP Group Personnel

FIG. 95

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
Add IP Personnel	Remove IP Personnel
<u>Associated Files Attached</u>	
File to Attach	Browse... Remove File
<u>File Name</u>	<u>Comments</u>
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
Create Contract	Add Associated Contract
Submit	Cancel

FIG. 96



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Marketing Module</u>	<u>Project Search/Reports</u>			
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u>	Project Name <input type="text"/> Status <input type="text" value="N/A"/> Deal Value <input type="text"/> Include in Top Deals Report <input type="checkbox"/>	Project # <input type="text"/> Status Date <input type="text"/> Deal Size <input type="text" value="N/A"/> Deal Priority <input type="text" value="N/A"/>		
<u>Standard Project Reports</u> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Entity Report</u></li> </ul> <u>View/Edit Contacts</u>	Description of Project <input type="text"/> Follow-up Date <input type="text"/> Follow-up <input type="text"/> Actions <input type="text"/> Responsible Party <input type="text" value="N/A"/> Products <input type="text"/> Product Name <input type="text"/> <input type="text"/>			

FIG. 97

<u>Report</u>					
<u>View/Edit Contacts</u>					
<table border="1"><tr><td><u>Product Name</u></td><td></td></tr><tr><td></td><td></td></tr></table>		<u>Product Name</u>			
<u>Product Name</u>					
<div>Add Product Remove Product</div>					
<u>Customer</u>					
<u>Customer Name</u>	<u>Party to Final Contract</u>				
<u>Contact</u>	<u>Phone</u>				
Add Customer Remove Customer					
<u>Remarketing Partners</u>					
<u>Company Name</u>	<u>Party to Final Contract</u>				
<u>Contact</u>	<u>Phone</u>				
Add Remarketing Partner Remove Remarketing Partner					
<u>IP Group Personnel</u>					

FIG. 98

IP Group Personnel

Name

Role

Add IP Group Personnel

Remove IP Group Personnel

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Full Text File Search

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Add Contract Record

Remove Contract Record

Search

Cancel

FIG. 99

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<p><b>Marketing Module</b></p> <p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p><b>Standard Project Reports</b></p> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Entity Report</u></li> </ul> <p><u>View/Edit Contacts</u></p>	<p><b><u>Project Search/Reports</u></b></p>
<p><u>Project Name</u> <input type="text"/></p> <p><u>Status</u> <input type="text" value="N/A"/></p> <p><u>Deal V</u> <input type="text" value="N/A"/></p> <p><u>Includ</u> <input type="text" value="Conduct Initial Research"/></p> <p><u>Descr</u> <input type="text" value="Conduct market research and analysis"/></p> <p><u>of Pro</u> <input type="text" value="Complete and approve PTR"/></p> <p><u>Follo</u> <input type="text" value="Develop marketing plan &amp; package"/></p> <p><u>Responsible Party</u> <input type="text" value="Sell product"/></p> <p><u>Products</u> <input type="text" value="Negotiate contract"/></p> <p><u>Product Name</u> <input type="text" value="Complete &amp; approve transaction report"/></p>	<p><u>Project #</u> <input type="text"/></p> <p><u>Status Date</u> <input type="text"/></p> <p><u>Deal Size</u> <input type="text" value="Medium"/></p> <p><u>Deal Priority</u> <input type="text" value="high"/></p> <p><u>Follow up</u> <input type="text" value="Execute contract"/></p> <p><u>Close out Project</u> <input type="text" value="Set up maintenance plan"/></p> <p><u>Product Name</u> <input type="text" value="Close out Project"/></p>

FIG. 100

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Marketing Module</u>	<u>View Project Search Results</u>
<u>Create New Project</u> <u>View/Edit Project</u> <u>Search/Report Projects</u> <b>Standard Project Reports</b> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Business Unit Report</u></li> </ul> <u>View/Edit Contacts</u>	<u>Project Name</u> <u>Data1</u> <u>Customer</u> <u>Data2</u> <u>Product</u> <u>Data3</u> <u>Other Search Criteria</u> <u>Data4</u>

FIG. 101

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<div>Marketing Module</div>	<div>Top Deals Report</div>
<div>Create New Project</div> <div>View/Edit Project</div> <div>Search/Report Projects</div> <div>Standard Project Reports</div> <div><div><div>• Top Deals</div><div>• Customer Report</div><div>• Remarketing Report</div><div>• Status Level Report</div><div>• BellSouth Business Unit</div></div></div> <div>View/Edit Contacts</div>	<div><div>Status</div><div>Product/Project Name</div><div>Opp #</div><div>BellSouth Patent Company</div><div>Lead</div><div>Support</div><div>Est. Value</div><div>Deal Size</div><div>Priority</div></div> <div><div>Data1</div><div>Data2</div><div>Data3</div><div>Data4</div><div>Data5</div><div>Data6</div><div>Data7</div><div>Data8</div><div>Data9</div><div>Data10</div><div>Data11</div></div>

FIG. 102

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)  
[Inventory](#)   [Inventory](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)

<p><b><u>Marketing Module</u></b></p>	<p><b><u>Customer Report</u></b></p>
<p> <a href="#">Create New Project</a>  <a href="#">View/Edit Project</a>  <a href="#">Search/Report Project</a>  <b>Standard Project Reports</b> <ul style="list-style-type: none"> <li>• <a href="#">Top Deals</a></li> <li>• <a href="#">Customer Report</a></li> <li>• <a href="#">Remarketing Report</a></li> <li>• <a href="#">Status Level Report</a></li> <li>• <a href="#">BellSouth Business Unit</a></li> </ul> <a href="#">View/Edit Contacts</a> </p>	<p> Customer Name <input type="text" value="Customer Name"/> </p> <p> <input type="button" value="Submit"/>    <input type="button" value="Cancel"/> </p>

FIG. 103

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory    Product Inventory    Marketing    Contracts/Agreements    Searching/Reporting    Contacts

<u>Marketing Module</u>	<u>Customer Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p><b>Standard Project Reports</b></p> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Business Unit</u></li> </ul> <p><u>View/Edit Contacts</u></p>	<p><u>Customer Name</u>    <u>Product Name</u>    <u>Status</u>    <u>Value</u>    <u>BellSouth Business Unit</u>    <u>Opp #</u></p> <p>Data1    Data2    Data3    Data4    Data5    Data6</p>

FIG. 103A



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Marketing Module</u>	<u>Remarketing Partner Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p><b>Standard Project Reports</b></p> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Business Unit</u></li> </ul> <p><u>View/Edit Contacts</u></p>	<p><u>Remarketing Company Name</u> <input type="text" value="Company Name"/></p> <p><input type="button" value="Submit"/> <input type="button" value="Cancel"/></p>

FIG. 104

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements      Searching/Reporting      Contacts  
Inventory      Inventory

<u>Marketing Module</u>	<u>Remarketing Partner Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p><b>Standard Project Reports</b></p> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Business Unit</u></li> </ul> <p><u>View/Edit Contacts</u></p>	<p><u>Remarketing Partner</u>      <u>Product Name</u>      <u>Status</u>      <u>Value</u>      <u>BellSouth Business Unit</u>      <u>Opp.#</u></p> <p>Data1      Data2      Data3      Data4      Data5      Data6</p>

FIG. 105

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

<p><b><u>Marketing Module</u></b></p> <p><a href="#">Create New Project</a></p> <p><a href="#">View/Edit Project</a></p> <p><a href="#">Search/Report Projects</a></p> <p><b>Standard Project Reports</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Top Deals</a></li> <li>• <a href="#">Customer Report</a></li> <li>• <a href="#">Remarketing Report</a></li> <li>• <a href="#">Status Level Report</a></li> <li>• <a href="#">BellSouth Business Unit</a></li> </ul> <p><a href="#">View/Edit Contacts</a></p>	<p><b><u>Status Level Report</u></b></p> <p>Status Level <input type="text" value="N/A"/></p> <p> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </p>
--	--

FIG. 106

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

<b><u>Marketing Module</u></b>	<b><u>Status Level Report</u></b>	
<a href="#">Create New Project</a> <a href="#">View/Edit Project</a> <a href="#">Search/Report Projects</a>	<div> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </div>	<div> <div>Status Level</div> <div> <div>N/A</div> <div>N/A</div> </div> </div>
<b>Standard Project Reports</b> <ul style="list-style-type: none"> <li>• <a href="#">Top Deals</a></li> <li>• <a href="#">Customer Report</a></li> <li>• <a href="#">Remarketing Report</a></li> <li>• <a href="#">Status Level Report</a></li> <li>• <a href="#">BellSouth Business Unit</a></li> </ul> <a href="#">View/Edit Contacts</a>	<div> <div>Conduct Initial Research</div> <div>Conduct market research and analysis</div> <div>Complete and approve PTR</div> <div>Develop marketing plan &amp; package</div> <div>Sell product</div> <div>Negotiate contract</div> <div>Complete &amp; approve transaction report</div> <div>Execute contract</div> <div>Set up maintenance plan</div> <div>Close out Project</div> </div>	

FIG. 107

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Marketing Module		Status Level Report									
<p>Create New Project</p> <p>View/Edit Project</p> <p>Search/Report Projects</p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> <li>• Top Deals</li> <li>• Customer Report</li> <li>• Remarketing Report</li> <li>• Status Level Report</li> <li>• BellSouth Business Unit</li> </ul> <p>View/Edit Contacts</p>		Level	Opp#	Company Name	Product Name	Remarketing Partner	BellSouth Business Unit	IP Group Personnel	Deal Size	Deal Value	
		Date	Data3	Data4	Data5	Data6	Data7	Data8	Data9	Data10	

FIG. 108



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements      Searching/Reporting      Contacts  
Inventory      Inventory

<u>Marketing Module</u>		<u>Bell South Business Unit Report</u>							
<u>Create New Project</u>  <u>View/Edit Project</u>  <u>Search/Report Projects</u>  <u>Standard Project Reports</u>  <ul style="list-style-type: none"><li>• <u>Top Deals</u></li><li>• <u>Customer Report</u></li><li>• <u>Remarketing Report</u></li><li>• <u>Status Level Report</u></li><li>• <u>BellSouth Business Unit</u></li></ul> <u>View/Edit Contacts</u>	<u>Entity Name</u>	<u>Status</u>	<u>Product Name</u>	<u>Customer Name</u>	<u>Remarketing Partner</u>	<u>Deal Value</u>	<u>BellSouth Contacts</u>	<u>BIPMARK Contact</u>	
	Data1	Data2	Data3	Data4	Data5	Data6	Data7	Data8	

FIG. 110

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<div> <div>IP</div> <div>Product</div> <div>Inventory</div> <div>Inventory</div> </div>	<div> <div>Marketing</div> <div>Contracts/Agreements</div> <div>Searching/Reporting</div> <div>Contacts</div> </div>
<div> <div>Add</div> <div>Contract/Agreement</div> <div>Search</div> <div>Contracts/Agreements</div> <div>Contract Reports</div> <div>View/Edit Contacts</div> </div>	<div> <div>Contracts/Agreements</div> <div>Please choose an option from the menu bar on the left.</div> </div>

FIG. 111



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>									
<u>Add Contract/Agreement</u>  <u>Search Contracts/Agreements</u>  <u>Contract Reports</u>  <u>View/Edit Contacts</u>	<div> <div>Agreement Name <input type="text"/></div> <div>Agreement Number 12323</div> </div> <div> <div>Agreement Type <input type="text"/></div> <div>Project Number <input type="text"/></div> </div> <div> <div>Product <input type="text"/></div> </div>									
<u>Contract Summary</u>										
<table border="1"> <tr> <td data-bbox="1128 871 1193 1480"> <div>Exclusivity <input type="text"/></div> </td> <td data-bbox="1128 241 1193 871"> <div>Form of Agreement <input type="text"/></div> </td> </tr> <tr> <td data-bbox="1193 871 1258 1480"> <div>Type of Revenue <input type="text"/></div> </td> <td data-bbox="1193 241 1258 871"> <div>Unique T&amp;C <input type="text"/></div> </td> </tr> <tr> <td colspan="2" data-bbox="1258 241 1307 1480"> <div>Frequency of Payments <input type="text"/></div> </td> </tr> <tr> <td colspan="2" data-bbox="1307 241 1404 1480"> <div>Description <input type="text"/></div> </td> </tr> </table>			<div>Exclusivity <input type="text"/></div>	<div>Form of Agreement <input type="text"/></div>	<div>Type of Revenue <input type="text"/></div>	<div>Unique T&amp;C <input type="text"/></div>	<div>Frequency of Payments <input type="text"/></div>		<div>Description <input type="text"/></div>	
<div>Exclusivity <input type="text"/></div>	<div>Form of Agreement <input type="text"/></div>									
<div>Type of Revenue <input type="text"/></div>	<div>Unique T&amp;C <input type="text"/></div>									
<div>Frequency of Payments <input type="text"/></div>										
<div>Description <input type="text"/></div>										
<div>Termination or Renewal Terms</div>										

FIG. 112

Termination or Renewal Terms

--

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>

Add Party

Remove Party

FIG. 113

Add Party

Remove Party

## IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP

Remove Associated IP

## Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
		<input type="text"/>							

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

## Comments

00622T"45T05460

<u>Comments</u>	
<div><div></div><div></div></div>	
<div>File to Attach</div>	<div>Browse...</div> <div>Remove File</div>
<div>File Name</div>	<div><u>Comments</u></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 115

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

<a href="#">Contracts/Agreements Module</a>	<a href="#">Add Contract/Agreement</a>	
<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">View/Edit Contacts</a>	<div> <div> <input type="text" value="Agreement Name"/> <input type="text" value="Agreement Number 12323"/> </div> <div> <input type="text" value="Agreement Type"/> <input type="text" value="Project Number"/> </div> <div> <input type="text" value="Administrative Services Agreement"/> <input type="text" value="Master Licensing Agreement"/> <input type="text" value="Sublicensing Agreement"/> <input type="text" value="Services Agreement"/> <input type="text" value="Sublease Agreement"/> <input type="text" value="Consulting Agreements"/> <input type="text" value="Recruiter Agreement"/> <input type="text" value="Remarketing Agreements"/> </div> </div>	
<div> <div> <input type="text" value="Form of Agreement"/> <input type="text" value="Unique T&amp;C"/> </div> <div> <input type="text" value="Type of Revenue"/> <input type="text" value="Frequency of Payments"/> </div> <div> <input type="text" value="Description"/> </div> </div>		

FIG. 116

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)  
[Inventory](#)    [Marketing Contracts/Agreements Searching/Reporting Contacts](#)

<a href="#">Contracts/Agreements Module</a>	<a href="#">Add Contract/Agreement</a>									
<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">View/Edit Contacts</a>	<div data-bbox="623 974 672 1184">Agreement Name</div> <div data-bbox="623 386 672 764">Agreement Number 12323</div> <div data-bbox="704 911 786 1446">Agreement Type</div> <div data-bbox="704 344 769 764">Project Number</div> <div data-bbox="818 1121 867 1446">Product</div>									
<a href="#">Contract Summary</a>										
<table border="1"> <tr> <td data-bbox="1045 869 1143 1457"> <div data-bbox="1078 1037 1127 1289">Exclusivity</div> <div data-bbox="1078 1037 1127 1079">▼</div> </td> <td data-bbox="1045 260 1143 869"> <div data-bbox="1062 701 1143 869">Form of Agreement</div> <div data-bbox="1094 344 1143 680">▼</div> </td> </tr> <tr> <td data-bbox="1143 869 1224 1457"> <div data-bbox="1159 1205 1208 1446">Type of Revenue</div> <div data-bbox="1159 932 1208 974">▼</div> </td> <td data-bbox="1143 260 1224 869"> <div data-bbox="1159 701 1208 869">Unique T&amp;C</div> <div data-bbox="1159 344 1208 680">▼</div> </td> </tr> <tr> <td colspan="2" data-bbox="1224 260 1321 1457"> <div data-bbox="1224 1121 1256 1446">Frequency of Payments</div> <div data-bbox="1224 386 1305 680"> <div data-bbox="1192 386 1224 680">Distribution License</div> <div data-bbox="1224 386 1256 680">Straight Use License</div> <div data-bbox="1256 386 1305 680">Strategic Agreement</div> </div> </td> </tr> <tr> <td colspan="2" data-bbox="1321 260 1451 1457"> <div data-bbox="1370 1289 1403 1446">Description</div> <div data-bbox="1321 617 1403 1268"></div> </td> </tr> </table>			<div data-bbox="1078 1037 1127 1289">Exclusivity</div> <div data-bbox="1078 1037 1127 1079">▼</div>	<div data-bbox="1062 701 1143 869">Form of Agreement</div> <div data-bbox="1094 344 1143 680">▼</div>	<div data-bbox="1159 1205 1208 1446">Type of Revenue</div> <div data-bbox="1159 932 1208 974">▼</div>	<div data-bbox="1159 701 1208 869">Unique T&amp;C</div> <div data-bbox="1159 344 1208 680">▼</div>	<div data-bbox="1224 1121 1256 1446">Frequency of Payments</div> <div data-bbox="1224 386 1305 680"> <div data-bbox="1192 386 1224 680">Distribution License</div> <div data-bbox="1224 386 1256 680">Straight Use License</div> <div data-bbox="1256 386 1305 680">Strategic Agreement</div> </div>		<div data-bbox="1370 1289 1403 1446">Description</div> <div data-bbox="1321 617 1403 1268"></div>	
<div data-bbox="1078 1037 1127 1289">Exclusivity</div> <div data-bbox="1078 1037 1127 1079">▼</div>	<div data-bbox="1062 701 1143 869">Form of Agreement</div> <div data-bbox="1094 344 1143 680">▼</div>									
<div data-bbox="1159 1205 1208 1446">Type of Revenue</div> <div data-bbox="1159 932 1208 974">▼</div>	<div data-bbox="1159 701 1208 869">Unique T&amp;C</div> <div data-bbox="1159 344 1208 680">▼</div>									
<div data-bbox="1224 1121 1256 1446">Frequency of Payments</div> <div data-bbox="1224 386 1305 680"> <div data-bbox="1192 386 1224 680">Distribution License</div> <div data-bbox="1224 386 1256 680">Straight Use License</div> <div data-bbox="1256 386 1305 680">Strategic Agreement</div> </div>										
<div data-bbox="1370 1289 1403 1446">Description</div> <div data-bbox="1321 617 1403 1268"></div>										

FIG. 117

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements Searching/Reporting Contracts  
Inventory      Inventory

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>
<u>Add Contract/Agreement</u>	Agreement Name <input type="text"/>
<u>Search Contracts/Agreements</u>	Agreement Type <input type="text"/>
<u>Contract Reports</u>	Product <input type="text"/>
<u>View/Edit Contracts</u>	Agreement Number 12323
	Project Number <input type="text"/>
<u>Contract Summary</u>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payment <input type="text"/>	Cash <input type="text"/>
	Savings <input type="text"/>
	Cash & Savings <input type="text"/>
Description <input type="text"/>	

FIG. 118

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contracts/Agreements Module</u>	<u>Add Contract/Agreement</u>									
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>View/Edit Contacts</u>	<div> <div>Agreement Name <input type="text"/></div> <div>Agreement Type <input type="text"/></div> <div>Product <input type="text"/></div> </div> <div> <div>Agreement Number 12323</div> <div>Project Number <input type="text"/></div> </div>									
<u>Contract Summary</u>										
<table border="1"> <tr> <td data-bbox="950 892 1047 1495">                     Exclusivity <input type="text"/> </td> <td data-bbox="950 283 1047 892">                     Form of Agreement <input type="text"/> </td> </tr> <tr> <td data-bbox="1047 892 1112 1495">                     Type of Revenue <input type="text"/> </td> <td data-bbox="1047 283 1112 892">                     Unique T&amp;C <input type="text"/> </td> </tr> <tr> <td colspan="2" data-bbox="1112 283 1226 1495">                     Frequency of Payments <input type="text"/> </td> </tr> <tr> <td colspan="2" data-bbox="1226 283 1485 1495"> <div> <div>One-time Development/Maintenance Savings</div> <div>One Time Up-Front License Fee</div> <div>One Time Up-Front License Fee w/ Future Royalties Due</div> <div>Monthly Report/Royalty Payment</div> <div>Quarterly Report/Royalty Payment</div> <div>Annual Report/Royalty Payment</div> </div> </td> </tr> </table>			Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>	Frequency of Payments <input type="text"/>		<div> <div>One-time Development/Maintenance Savings</div> <div>One Time Up-Front License Fee</div> <div>One Time Up-Front License Fee w/ Future Royalties Due</div> <div>Monthly Report/Royalty Payment</div> <div>Quarterly Report/Royalty Payment</div> <div>Annual Report/Royalty Payment</div> </div>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>									
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>									
Frequency of Payments <input type="text"/>										
<div> <div>One-time Development/Maintenance Savings</div> <div>One Time Up-Front License Fee</div> <div>One Time Up-Front License Fee w/ Future Royalties Due</div> <div>Monthly Report/Royalty Payment</div> <div>Quarterly Report/Royalty Payment</div> <div>Annual Report/Royalty Payment</div> </div>										

FIG. 119



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

*Contracts/Agreements  
Module*

## Add Action

Action Type	Termination Notice <input checked="" type="checkbox"/>	Expected Due Date	<input type="text"/>
Expected Amount	<input type="text"/>	Start of Period	<input type="text"/>
Expected Action	<input type="text"/>	End of Period	<input type="text"/>
Internal Contact	<input type="text"/>	External Contact	<input type="text"/>

### Recurring Actions

Date	<input type="text"/>	Repeat	<input type="text"/>
------	----------------------	--------	----------------------

Comments:

Submit

Cancel

FIG. 120

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP    Product    Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory    Inventory

<b>Contracts/Agreements Module</b>	<b>Add Action</b>																												
<table border="1"><tr><td>Action Type</td><td><input type="checkbox"/> Termination Notice</td><td>Expected Due Date</td><td><input type="text"/></td></tr><tr><td>Expected An</td><td><input type="checkbox"/> Termination Notice</td><td>Start of Period</td><td><input type="text"/></td></tr><tr><td>Expected Ac</td><td><input type="checkbox"/> Extension Notice</td><td>End of Period</td><td><input type="text"/></td></tr><tr><td>Internal Cont</td><td><input type="checkbox"/> Report REQ'T</td><td>External Contact</td><td><input type="text"/></td></tr><tr><td></td><td><input type="checkbox"/> Payment REQ'T</td><td></td><td></td></tr><tr><td></td><td><input type="checkbox"/> Savings Due</td><td></td><td></td></tr><tr><td></td><td><input type="checkbox"/> Other</td><td></td><td></td></tr></table>		Action Type	<input type="checkbox"/> Termination Notice	Expected Due Date	<input type="text"/>	Expected An	<input type="checkbox"/> Termination Notice	Start of Period	<input type="text"/>	Expected Ac	<input type="checkbox"/> Extension Notice	End of Period	<input type="text"/>	Internal Cont	<input type="checkbox"/> Report REQ'T	External Contact	<input type="text"/>		<input type="checkbox"/> Payment REQ'T				<input type="checkbox"/> Savings Due				<input type="checkbox"/> Other		
Action Type	<input type="checkbox"/> Termination Notice	Expected Due Date	<input type="text"/>																										
Expected An	<input type="checkbox"/> Termination Notice	Start of Period	<input type="text"/>																										
Expected Ac	<input type="checkbox"/> Extension Notice	End of Period	<input type="text"/>																										
Internal Cont	<input type="checkbox"/> Report REQ'T	External Contact	<input type="text"/>																										
	<input type="checkbox"/> Payment REQ'T																												
	<input type="checkbox"/> Savings Due																												
	<input type="checkbox"/> Other																												
Recurring Actions																													
<table border="1"><tr><td>Date</td><td><input type="text"/></td><td>Repeat</td><td><input type="text"/></td></tr></table>		Date	<input type="text"/>	Repeat	<input type="text"/>																								
Date	<input type="text"/>	Repeat	<input type="text"/>																										
Comments:																													
<div><div></div><div></div></div>																													
<div><div>Submit</div><div>Cancel</div></div>																													

FIG. 120A

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory   Inventory

<u>Contracts/Agreements Module</u>	<u>Search Contracts/Agreements</u>
<u>Add Contract/Agreement</u>	<div>Agreement Name <input type="text"/></div> <div>Agreement Number <input type="text"/></div> <div><u>Search</u> <u>Contracts/Agreements</u></div> <div>Project Number <input type="text"/></div> <div><u>Contract Reports</u></div> <div><u>Product</u> <input type="text"/></div> <div><u>View/Edit Contacts</u></div>
<u>Contract Summary</u>	
<div>Exclusivity <input type="text"/></div> <div>Type of Revenue <input type="text"/></div> <div>Frequency of Payments <input type="text"/></div> <div>Description <input type="text"/></div>	<div>Form of Agreement <input type="text"/></div> <div>Unique T&amp;C <input type="text"/></div>

FIG. 121



Add Party Remove Party

# IP Covered by License

IP Type	Name	Ref #

Add IP Remove IP

# Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add Action Remove Action

## Comments

Full Text File Search

Submit Cancel

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory      Inventory

<u>Search Results</u>	
<u>Add Contract/Agreement</u>	<u>Agreement</u> <u>Name</u> <u>Data1</u>
<u>Search Contracts/Agreements</u>	<u>Agreement</u> <u>Number</u> <u>Data2</u>
<u>Contract Reports</u>	<u>Agreement</u> <u>Type</u> <u>Data3</u>
<u>View/Edit Contacts</u>	<u>Project #</u> <u>Data4</u>

FIG. 124

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts  
Inventory Inventory


<u>Contracts/Agreements Module</u>	<u>Contract/Agreement</u>										
<u>Add Contract/Agreement</u>  <u>Search Contracts/Agreements</u>  <u>Contract Reports</u>  <u>View/Edit Contacts</u>	Agreement Name Name      Agreement Number 12323  Agreement Type Contract      Project Number 1234  Product Product										
	<u>Contract Summary</u> <table border="1"> <tr> <td data-bbox="917 871 1015 1459">Exclusivity Exclusive</td> <td data-bbox="917 283 1015 871">Form of Agreement Straight Use License</td> </tr> <tr> <td data-bbox="1015 871 1112 1459">Type of Revenue Cash</td> <td data-bbox="1015 283 1112 871">Unique T&amp;C Text</td> </tr> <tr> <td colspan="2" data-bbox="1112 283 1177 1459">Frequency of Payments Annual Report/Royalty Payment</td> </tr> <tr> <td colspan="2" data-bbox="1177 283 1242 1459">Description A nice piece of IP</td> </tr> </table> <p>Termination or Renewal Terms</p> <div data-bbox="1307 619 1388 1459">  </div> <table border="1"> <tr> <td data-bbox="1437 871 1484 1459">Confidentiality Period 2/14/2000</td> <td data-bbox="1437 283 1484 871">Notice Date 2/14/2000</td> </tr> </table>	Exclusivity Exclusive	Form of Agreement Straight Use License	Type of Revenue Cash	Unique T&C Text	Frequency of Payments Annual Report/Royalty Payment		Description A nice piece of IP		Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Exclusivity Exclusive	Form of Agreement Straight Use License										
Type of Revenue Cash	Unique T&C Text										
Frequency of Payments Annual Report/Royalty Payment											
Description A nice piece of IP											
Confidentiality Period 2/14/2000	Notice Date 2/14/2000										

FIG. 125

Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Effective Date 2/14/2000	
Termination/Renewal Date 2/14/2000	Reason for Termination None

### BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>
Cellular	100

### Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>
<u>Party</u>	<u>Remarking</u>	<u>Carter Pate</u>


### IP Covered by License

<u>IP Type</u>	<u>Name</u>	<u>Ref #</u>
<u>Patent</u>	<u>Cell Phone</u>	1234

### Actions/Payments Due



# Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
									

## Comments




File Name	Comments

Edit

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting Contacts  
Inventory   Inventory

Contracts/Agreements  
Module

Add Contract/Agreement  
Search  
Contracts/Agreements  
Contract Reports  
View/Edit Contacts

## Edit Contract/Agreement

Agreement Name  Agreement Number 12323  
Agreement Type  Project Number   
Product

## Contract Summary

Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	
Description <input type="text"/>	

Termination or Renewal Terms

FIG. 128

Termination or Renewal Terms

<div><div></div><div></div><div></div></div>
--

Confidentiality Period		Notice Date	
Effective Date			
Termination/Renewal Date		Reason for Termination	

BellSouth Business Units

<u>BellSouth Business Unit</u>	<u>Royalty Percentage</u>

Add BellSouth BU	Remove BellSouth BU
------------------	---------------------

Parties to the Contract

<u>Company Name</u>	<u>Type</u>	<u>Contact</u>

Add Party	Remove Party
-----------	--------------

IP Covered by License

## IP Covered by License

IP Type	Name	Ref #
---------	------	-------

Add Associated IP

Remove Associated IP

## Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

00622T"45T05460

<u>Comments</u>	
<div><div></div><div></div></div>	
<div>File to Attach</div>	<div>Browse...</div> <div>Remove File</div>
<div><u>File Name</u></div>	<div><u>Comments</u></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 131

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP    Product    Marketing Contracts/Agreements    Searching/Reporting    Contracts  
Inventory    Inventory

<u>Contract/Agreements Module</u>	<u>Contracts Reports</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Please select a report from the left menu bar.</p>

FIG. 132

<p><u>Search</u></p> <p><u>Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Business</u></p> <p><u>Unit</u></p> <p><u>Financial Report By</u></p> <p><u>Period</u></p> <p><u>Financial Report By</u></p> <p><u>BellSouth Business</u></p> <p><u>Unit</u></p> <p><u>Action Report</u></p> <p><u>Party Report</u></p> <p><u>View/Edit Contacts</u></p>	<p>Please select a report from the left menu bar.</p>
---	---

FIG. 133

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<p><u>Contract/Agreements Module</u></p> <p> <a href="#">Add Contract/Agreement</a>  <a href="#">Search Contracts/Agreements</a>  <a href="#">Contract Reports</a>  <a href="#">Upcoming Termination Report</a>  <a href="#">Report</a>  <a href="#">Royalty/Reporting Requirements By Date</a>  <a href="#">Contracts By BellSouth</a>  <a href="#">Business Unit Financial Report</a>  <a href="#">By Period</a> </p>	<p><u>Upcoming Termination Report</u></p>
<p> <a href="#">Agreement Type</a> <input type="text" value="X"/>  <a href="#">Period Covered By Report:</a>  <a href="#">Start Date</a> <input type="text" value="X"/> <a href="#">End Date</a> <input type="text" value="X"/>  OR  <a href="#">Time Period</a> <input type="text" value="X"/> <input type="text" value="X"/>  <input type="button" value="Search"/> <input type="button" value="Cancel"/> </p>	

FIG. 134



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<p><u>Contract/Agreements Module</u></p> <p><u>Add Contract/Agreement</u></p> <p><u>Search</u> Contracts/Agreements</p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth</u></p> <p><u>Business Unit</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p>	<p><u>Upcoming Termination Report</u></p>
<p>Agreement Type</p> <p>Contract</p> <p>Internal Use</p> <p>Marketing (External)</p> <p>IPCO/Affiliates</p> <p>All</p> <p>.....</p> <p>Search Cancel</p>	<p>port:</p> <p>End Date</p>

FIG. 135

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Upcoming Termination Report</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/> <input type="button" value="Next 30 Days"/> <input type="button" value="Next 60 Days"/> <input type="button" value="Next Year"/>

FIG. 136

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product  
Inventory   Inventory   Marketing Contracts/Agreements   Searching/Reporting   Contacts

<u>Contract/Agreements Module</u>		<u>Upcoming Termination Report</u>					
<u>Add Contract/Agreement</u>		<u>Effective Date</u>	<u>Notice Date</u>	<u>Termination Date</u>	<u>Contract Name</u>	<u>Contract #</u>	<u>Customer</u>
<u>Search</u>		Data1	Data2	Data3	Data4	Data5	Data6
<u>Contracts/Agreements</u>							
<u>Contract Reports</u>							
<u>Upcoming</u>							
<u>Termination Report</u>							
<u>Royalty/Reporting</u>							
<u>Requirements By</u>							
<u>Date</u>							
<u>Contracts By</u>							
<u>BellSouth Business</u>							
<u>Unit</u>							
<u>Financial Report By</u>							
<u>Period</u>							

FIG. 137

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product  
Inventory   Inventory      Marketing Contracts/Agreements Searching/Reporting Contracts

<u>Contract/Agreements Module</u>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="button" value="X"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 138

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory      Inventory

<u>Contract/Agreement</u> <u>Module</u>	<u>Royalty/Reporting Requirements By Date</u> <u>Report</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	<div> <div> <u>Expected</u>  <u>Contract</u>  <u>Name</u> </div> <div> <u>Action</u>  <u>Due</u>  <u>Date</u> </div> <div> <u>Actual</u>  <u>Action</u>  <u>Date</u> </div> <div> <u>Expected</u>  <u>Action</u>  <u>Type</u> </div> <div> <u>Actual</u>  <u>Amount</u>  <u>Action</u> </div> <div> <u>Actual</u>  <u>Action</u>  <u>Date</u> </div> </div>
<u>Upcoming Termination</u> <u>Report</u>	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Royalty/Reporting</u> <u>Requirements By Date</u>	
<u>Contracts By</u>	
<u>BellSouth Business</u> <u>Unit</u>	
<u>Financial Report By</u> <u>Period</u>	
<u>Financial Report By</u> <u>BellSouth Business</u> <u>Unit</u>	

FIG. 139

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	<div> <div>Agreement Type</div> <div>BellSouth Business Unit</div> </div>
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

Period Covered By Report:

Start Date

End Date

OR

Time Period

Search

Cancel

FIG. 140

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	Period Covered By Report: Date Report Run:
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>BellSouth</u> <u>Agreement</u> <u>Product</u> <u>Parties</u> <u>Effective</u> <u>Termination</u> <u>Business</u> <u>Name</u> <u>Date</u> <u>Data</u> <u>Date</u> <u>Date</u> <u>Unit</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Royalty/Reporting Requirements By Date</u>	
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 141

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contracts](#)

<u>Contract/Agreements Module</u>	<u>Financial Report By Period</u>
<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">Upcoming</a> <a href="#">Termination</a> <a href="#">Report</a> <a href="#">Royalty/Reporting</a> <a href="#">Requirements By</a> <a href="#">Date</a> <a href="#">Contracts By</a> <a href="#">BellSouth</a> <a href="#">Business Unit</a> <a href="#">Financial Report</a> <a href="#">By Period</a>	<div>Agreement Type <input type="text"/></div> <div>Period Covered By Report:</div> <div> Start Date <input type="text"/> End Date <input type="text"/> </div> <div>OR</div> <div> Time Period <input type="text"/> </div> <div> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div>

FIG. 142



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory    Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By Period</u>
<u>Add Contract/Agreement</u>	Period Covered By Report:    Date Report Run:
<u>Search    Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>Contract Name</u> <u>BellSouth Business Unit</u> <u>Parties</u> <u>Amount Due</u> <u>Date Due</u> <u>External Contact</u>
<u>Royalty/Reporting Requirements By Date</u>	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 143

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u> <u>Party Report</u>	<div> <u>Agreement Type</u> <input type="text"/> <u>BellSouth BU</u> <input type="text"/> </div> <div> <u>Period Covered By Report:</u> </div> <div> <u>Start Date</u> <input type="text"/> OR <u>End Date</u> <input type="text"/> </div> <div> <u>Time Period</u> <input type="text"/> </div> <div> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div>

FIG. 144

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements      Searching/Reporting Contacts  
Inventory      Inventory

<u>Contract/Agreement</u> <u>Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination</u>	
<u>Report</u>	
<u>Royalty/Reporting</u>	
<u>Requirements By Date</u>	
<u>Contracts By BellSouth</u>	
<u>Business Unit</u>	
<u>Financial Report By</u>	
<u>Period</u>	
<u>Financial Report By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	
<u>Action Report</u>	

FIG. 145

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search Contracts/Agreements</u>	<u>Action Type</u> <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR <u>Time Period</u> <input type="text"/>
<u>Contracts By BellSouth Business Unit</u>	<u>Sort By:</u>
<u>Financial Report By Period</u>	<u>Sort 1:</u> <input type="text"/>
<u>Financial Report By BellSouth Business Unit</u>	<u>Sort 2:</u> <input type="text"/>
<u>Action Report</u>	<u>Sort 3:</u> <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 146

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	Agreement Type <input type="text"/>
<u>Search Contracts/Agreements</u>	Action Type <input type="text"/>
<u>Contract Reports</u>	Period Covered By Report: <input type="text"/>
<u>Upcoming Termination Report</u>	Start Date <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR
<u>Contracts By BellSouth Business Unit</u>	Time Period <input type="text"/>
<u>Financial Report By Period</u>	Sort By:
<u>Financial Report By BellSouth Business Unit</u>	Sort 1: <input type="text"/>
<u>Action Report</u>	Sort 2: <input type="text"/>
	Sort 3: <input type="text"/>
	Search <input type="text"/>
	Internal Responsible Party
	External Responsible Party
	Due Date
	Contract Name

FIG. 147

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product  
Inventory   Inventory

Marketing Contracts/Agreements   Searching/Reporting Contacts

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<p>Period Covered By Report:      Date Report Run:</p> <p> <u>Expected Agreement</u>   <u>Action</u>   <u>Expected</u>   <u>Expected</u>   <u>Internal</u>   <u>External</u>  <u>Due Date</u>   <u>Name</u>   <u>Type</u>   <u>Action</u>   <u>Amount</u>   <u>Contact</u>   <u>Contact</u>  <u>Data</u>   <u>Data</u>   <u>Data</u>   <u>Data</u>   <u>Data</u>   <u>Data</u>   <u>Data</u> </p>

FIG. 148

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

<u>Contract/Agreements Module</u>	<u>Party Report</u>
<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">Upcoming</a> <a href="#">Termination Report</a> <a href="#">Royalty/Reporting</a> <a href="#">Requirements By</a> <a href="#">Date</a> <a href="#">Contracts By</a> <a href="#">BellSouth Business</a> <a href="#">Unit</a> <a href="#">Financial Report By</a> <a href="#">Period</a>	<div> <div> Agreement Type <input type="text"/> Parties <input type="text"/> Add Party </div> <div> Period Covered By Report: <div> Start Date <input type="text"/> End Date <input type="text"/> </div> OR <div> Time Period <input type="text"/> </div> </div> <div> <div>Search</div> <div>Cancel</div> </div> </div>

FIG. 149

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>												
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<p>Period Covered By Report:      Date Report Run:</p> <table><tr><td><u>Parties</u></td><td><u>Agreement Name</u></td><td><u>BellSouth Business Unit</u></td><td><u>Amount Due</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Parties</u>	<u>Agreement Name</u>	<u>BellSouth Business Unit</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>Parties</u>	<u>Agreement Name</u>	<u>BellSouth Business Unit</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>								
Data	Data	Data	Data	Data	Data								

FIG. 150



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory   Inventory

## Searching/Reporting Module

### Contract Reports

Upcoming Termination Report

Royalty/Reporting

Requirements By Date

Contracts By BellSouth Entity

Report

Financial Report By Period

Financial Report By BellSouth

Entity

Action Report

Party Report

### Standard Project Reports

Top Deals

Customer Report

Remarketing Report

Status Level Report

BellSouth Entity Report

## Cross Module Searching

FIG. 151

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>
<u>Contract Reports</u>  <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>	<p><u>Output Display:</u></p> <div> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> </div> <p><u>Where:</u></p> <div> <div>Criteria 1</div> <div>Criteria 2</div> <div>Operator and</div> <div>Search</div> <div>Cancel</div> </div>

FIG. 152

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting   Contacts  
Inventory   Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u>  <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u>  <div> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> </div> <div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>.</div> </div> <div> <u>Where:</u>  <div>Operator</div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>Products</div> <div>Marketing Opportunities</div> <div>Contracts</div> </div> <div> <div>Search</div> <div>Cancel</div> </div>	

FIG. 153



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>		<p><u>Output Display:</u></p> <p>Item1   Patents</p> <p>Item2   Trademarks</p> <p>Item3   Trade Secrets</p> <p>Item4   Copyrights</p> <p>Item5   Products</p> <p><u>Where:</u></p> <p>Trademark Application #</p> <p>Trademark Docket #</p> <p>Trade Secret Name</p> <p>Copyright Name</p> <p>BellSouth Entity</p> <p>Product Name</p> <p>BellSouth Business Unit</p> <p>Contacts</p> <p>Opportunity Name</p> <p>Agreement Name</p> <p>Agreement Type</p> <p>Criteria 1</p> <p>Criteria 2</p> <p>Operator and</p> <p>Search   Cancel</p>	

FIG. 155

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contracts  
Inventory   Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>
<u>Contract Reports</u>	<u>Marketing</u>
<u>Upcoming Termination</u>	<u>Name</u>
<u>Report</u>	<u>Data</u>
<u>Royalty/Reporting</u>	<u>Customer</u>
<u>Requirements By Date</u>	<u>Data</u>
<u>Contracts By BellSouth</u>	<u>Contracts</u>
<u>Entity Report</u>	<u>Name</u>
<u>Financial Report By</u>	<u>Data</u>
<u>Period</u>	<u>Parties</u>
<u>Financial Report By</u>	<u>Data</u>
<u>BellSouth Entity</u>	
<u>Action Report</u>	
<u>Party Report</u>	
<u>Standard Project</u>	
<u>Reports</u>	
<u>Top Deals</u>	

FIG. 156



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

<a href="#">Create Contacts</a> <a href="#">View/Edit Contacts</a>		<a href="#">Search for Contacts</a>	
Company Name <input type="text"/>		BellSouth Sub-entity <input type="text"/>	
Type <input type="text" value="N/A"/>		Events <input type="text"/>	
Date <input type="text"/>		Comments <input type="text"/>	
Attached Files <input type="text"/>		<input type="button" value="Add Event"/> <input type="button" value="Remove Event"/>	
<a href="#">Contacts</a>			

FIG. 158



095034-1E900

<u><b>Contacts</b></u>			
Name	Title	Country	
Address1	Address2	City	
State	Zip	Phone	
<u><b>Individual Contact Events</b></u>			
Date	Comments	Attached Files	
Add Event		Remove Event	
Search		Cancel	

FIG. 159

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<a href="#">Search for Contacts</a>																			
<a href="#">Create Contacts</a> <a href="#">View/Edit Contacts</a>	<table> <tr> <td><a href="#">Company Name</a></td> <td><a href="#">BellSouth Sub-entity</a></td> <td><a href="#">Type</a></td> </tr> <tr> <td><a href="#">Data</a></td> <td><a href="#">Data</a></td> <td><a href="#">Data</a></td> </tr> <tr> <td></td> <td><a href="#">Name</a></td> <td><a href="#">Title</a></td> </tr> <tr> <td></td> <td><a href="#">Data</a></td> <td><a href="#">Data</a></td> </tr> <tr> <td></td> <td></td> <td><a href="#">Phone</a></td> </tr> <tr> <td></td> <td></td> <td><a href="#">Data</a></td> </tr> </table>	<a href="#">Company Name</a>	<a href="#">BellSouth Sub-entity</a>	<a href="#">Type</a>	<a href="#">Data</a>	<a href="#">Data</a>	<a href="#">Data</a>		<a href="#">Name</a>	<a href="#">Title</a>		<a href="#">Data</a>	<a href="#">Data</a>			<a href="#">Phone</a>			<a href="#">Data</a>
<a href="#">Company Name</a>	<a href="#">BellSouth Sub-entity</a>	<a href="#">Type</a>																	
<a href="#">Data</a>	<a href="#">Data</a>	<a href="#">Data</a>																	
	<a href="#">Name</a>	<a href="#">Title</a>																	
	<a href="#">Data</a>	<a href="#">Data</a>																	
		<a href="#">Phone</a>																	
		<a href="#">Data</a>																	

FIG. 160

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting Contacts  
Inventory   Inventory

<u>View/Edit Individual Contact</u>			
<u>Name</u>	Carter Pate	<u>Title</u>	Associate
<u>Country</u>	USA		
<u>Address1</u>	123 Smith Ave.		
<u>City</u>	New York		
<u>State</u>	NJ	<u>Zip</u>	07000
<u>Phone</u>	201-596-8000		
<u>Individual Contact Events</u>			
<u>Date</u>	<u>Comments</u>		
2/20/2000	Meeting with Tom		
<u>Attached Files</u>		presentation.doc	
<u>Edit</u>			

FIG. 161

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

## Add/Edit Individual Contact

[Create Contacts](#)

[View/Edit  
Contacts](#)

<u>Name</u>	<input type="text"/>	<u>Title</u>	<input type="text"/>	<u>Country</u>	<input type="text"/>
<u>Address1</u>	<input type="text"/>	<u>Address2</u>	<input type="text"/>	<u>City</u>	<input type="text"/>
<u>State</u>	<input type="text"/>	<u>Zip</u>	<input type="text"/>	<u>Phone</u>	<input type="text"/>

### Individual Contact Events

<u>Date</u>	<input type="text"/>	<u>Comments</u>	<input type="text"/>	<u>Attached Files</u>	<input type="text"/>
-------------	----------------------	-----------------	----------------------	-----------------------	----------------------

<input type="button" value="Add Event"/>	<input type="button" value="Remove Event"/>
--	---

<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>
---------------------------------------	---------------------------------------

FIG. 162

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting Contacts  
Inventory   Inventory

<u>View Contact</u>							
Company Name Company Name							
BellSouth Sub-entity Entity							
Type IP Group							
<u>Events</u>							
<u>Create Contacts</u>	<table border="1"> <tr> <td>Date</td> <td>Comments</td> <td>Attached Files</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>	Date	Comments	Attached Files			
Date	Comments	Attached Files					
<u>View/Edit Contacts</u>	<u>Contacts</u> Name Title Address1 Address2 City State Country Zip Phone Comments						
<div> Edit </div>							

FIG. 163

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting Contacts  
Inventory   Inventory

<u>Create Contacts</u>		<u>Add/Edit Contact</u>							
<u>View/Edit Contacts</u>		Company Name <input type="text"/>							
		BellSouth Sub-entity <input type="text"/>							
		Type <input type="text"/> IP Group <input type="text"/>							
		<u>Events</u>							
		<table border="1"><tr><td>Date</td><td>Comments</td><td>Attached Files</td></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>		Date	Comments	Attached Files	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date	Comments	Attached Files							
<input type="text"/>	<input type="text"/>	<input type="text"/>							
		<table border="1"><tr><td>Add Event</td><td>Remove Event</td></tr></table>		Add Event	Remove Event				
Add Event	Remove Event								
		<u>Contacts</u>							

FIG. 164

00622F"4ST05260

<u>Contacts</u>									
<u>Name</u>	<u>Title</u>	<u>Address1</u>	<u>Address2</u>	<u>City</u>	<u>State</u>	<u>Country</u>	<u>Zip</u>	<u>Phone</u>	<u>Comments</u>
<input type="button" value="Add Contact"/>		<input type="button" value="Remove Contact"/>							
<input type="button" value="Submit"/>		<input type="button" value="Cancel"/>							

Document #: 1033792 v.6

FIG. 165

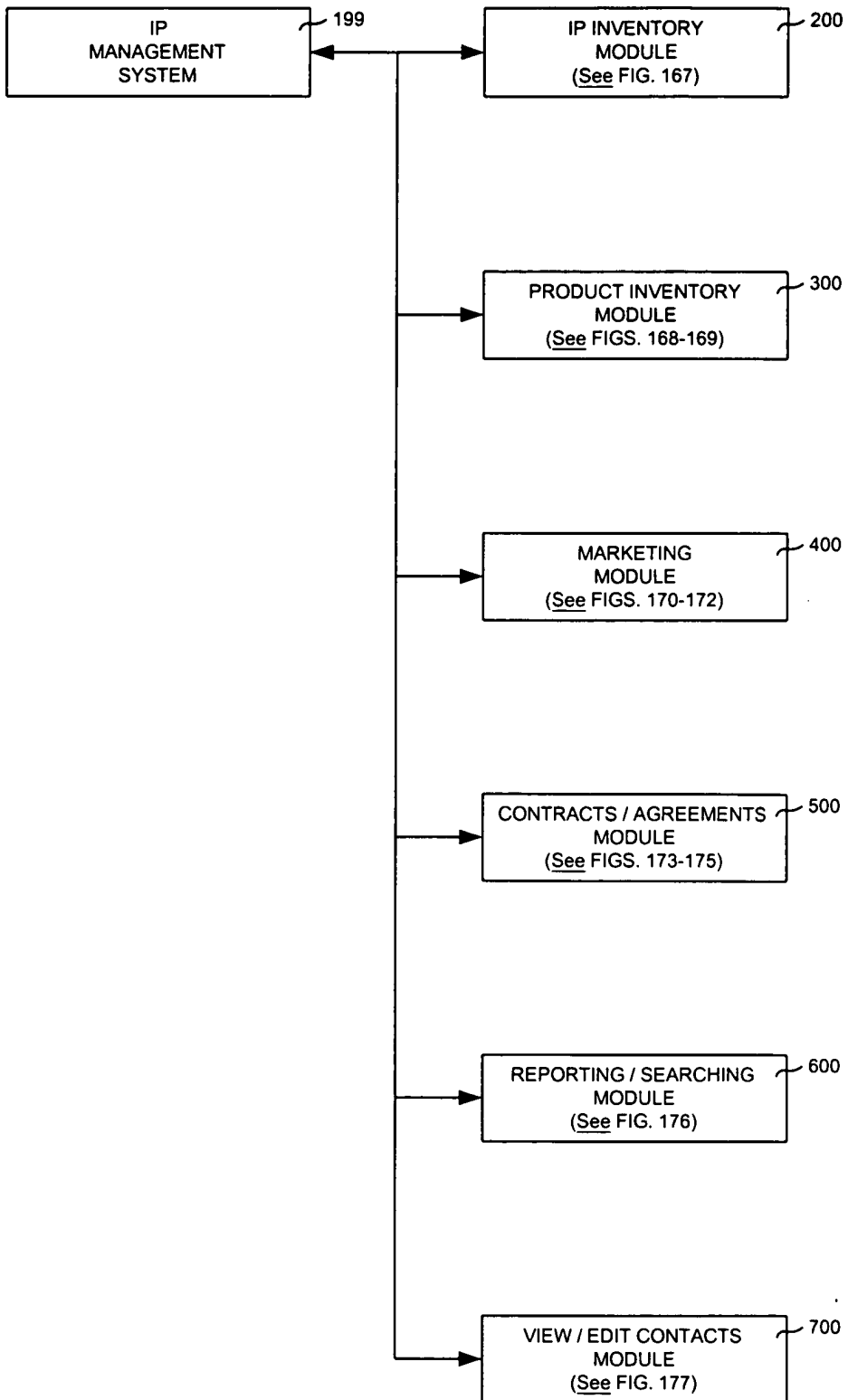


FIG. 166



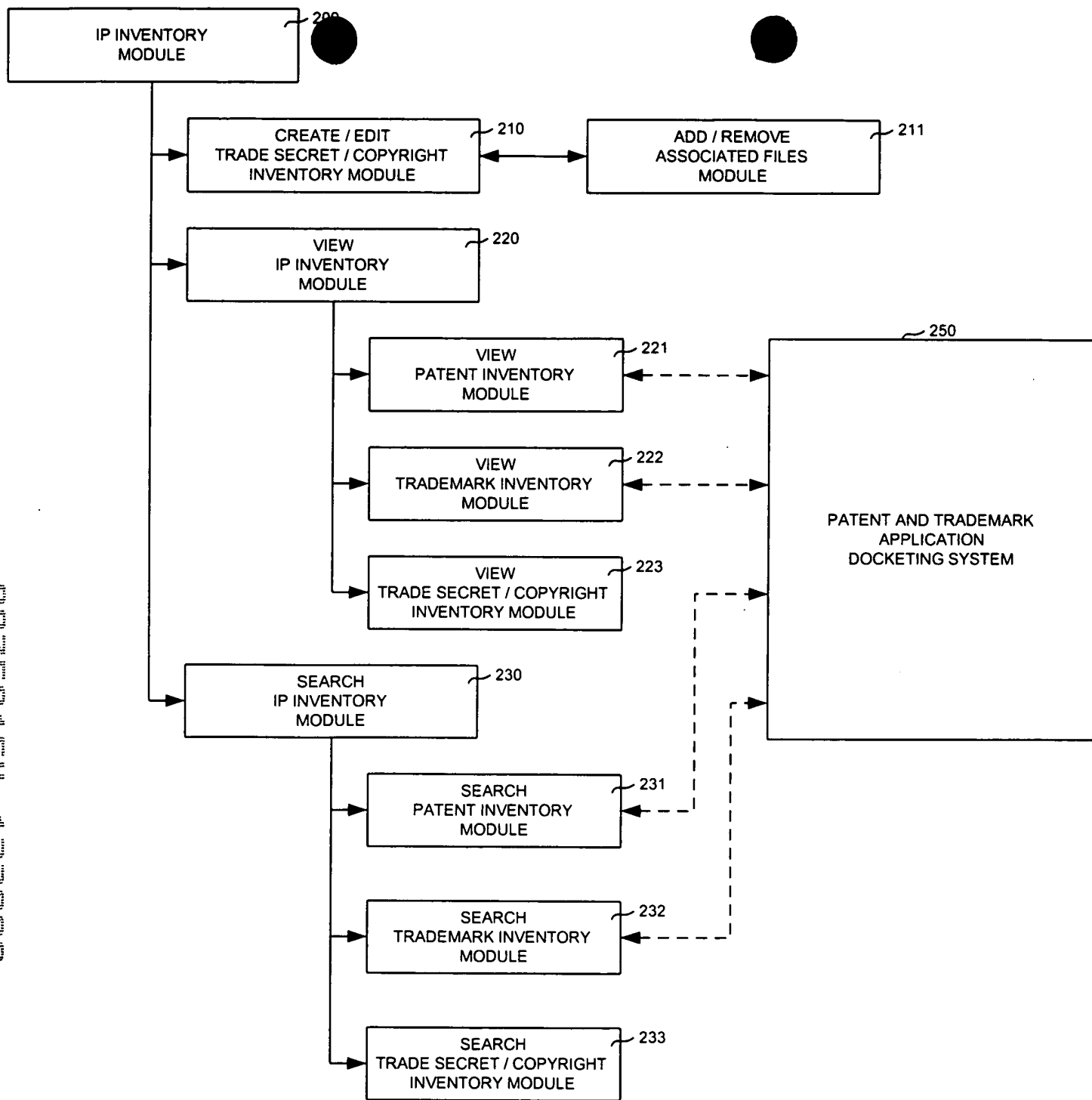


FIG. 167

09750454-12900

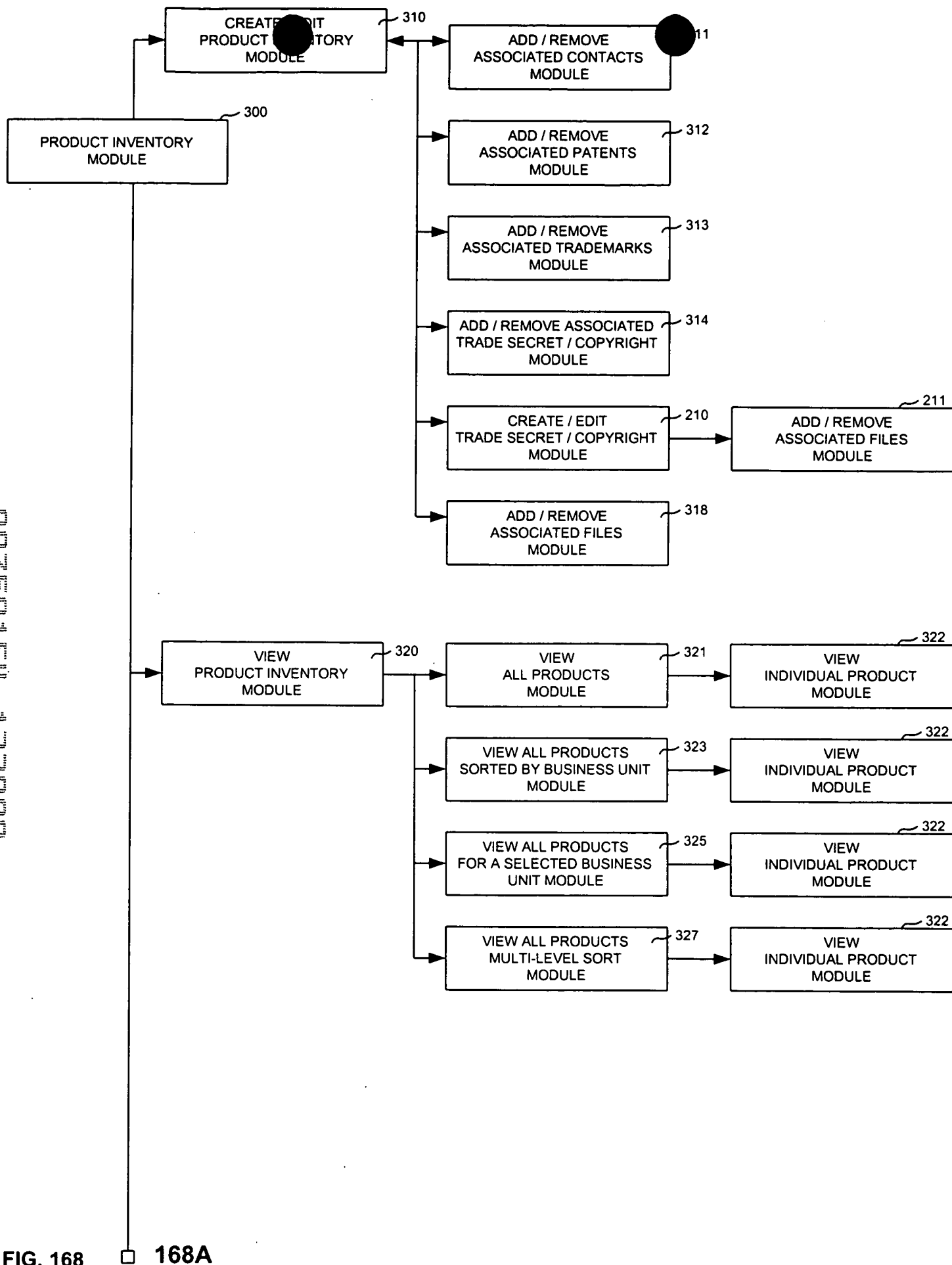


FIG. 168

□ 168A

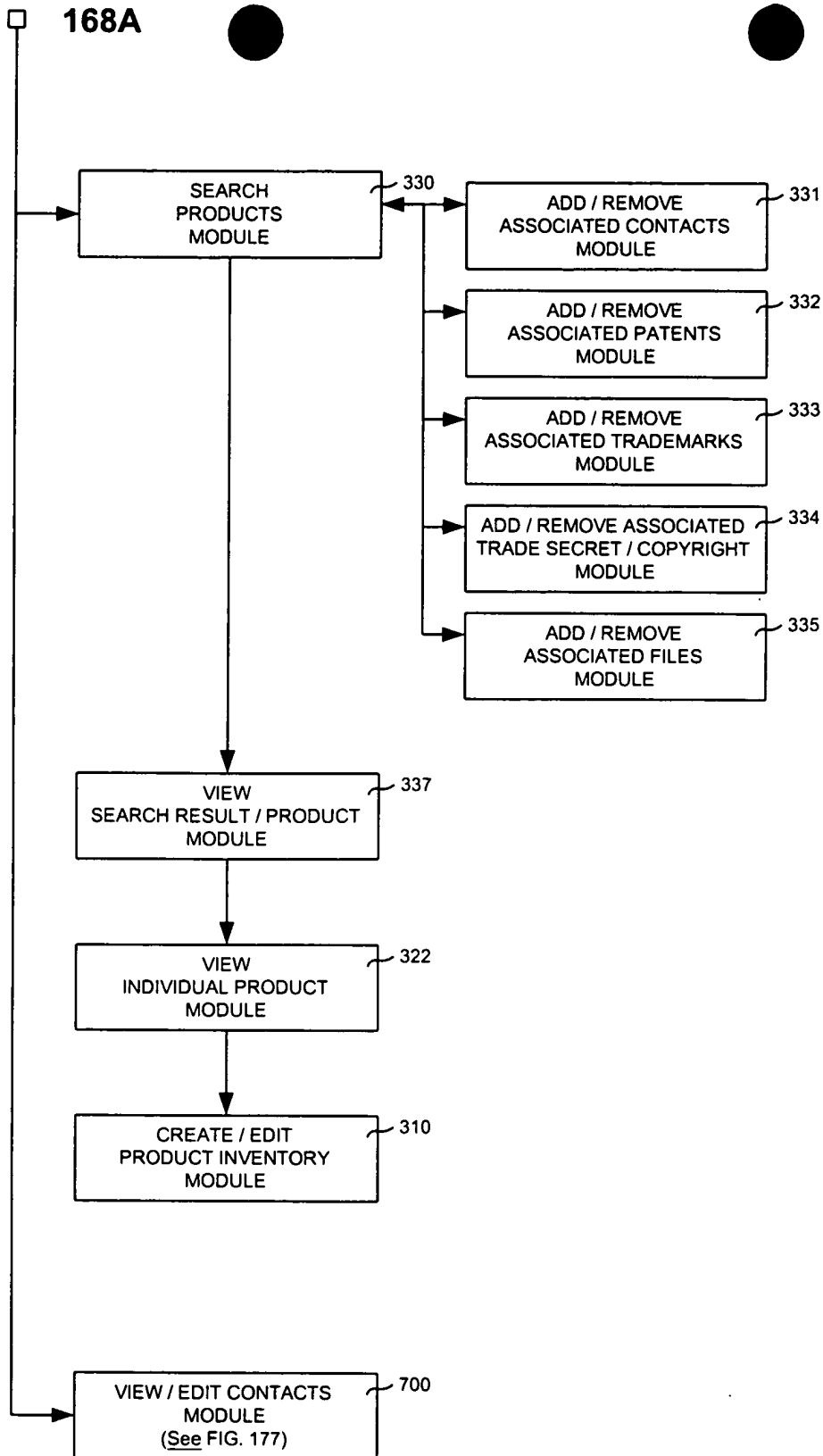


FIG. 169

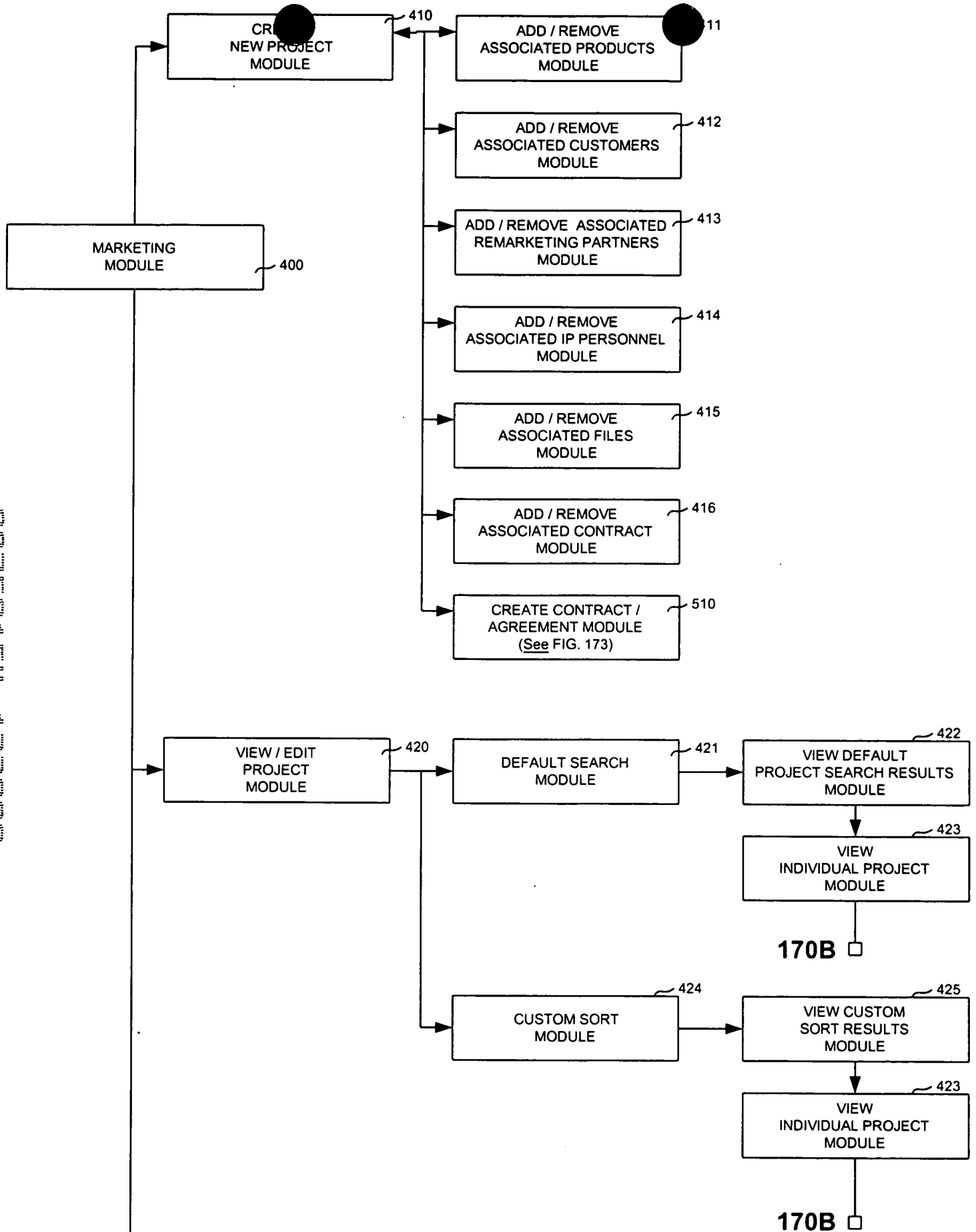


FIG. 170 170A

FIG. 171

**170C**

**170D**

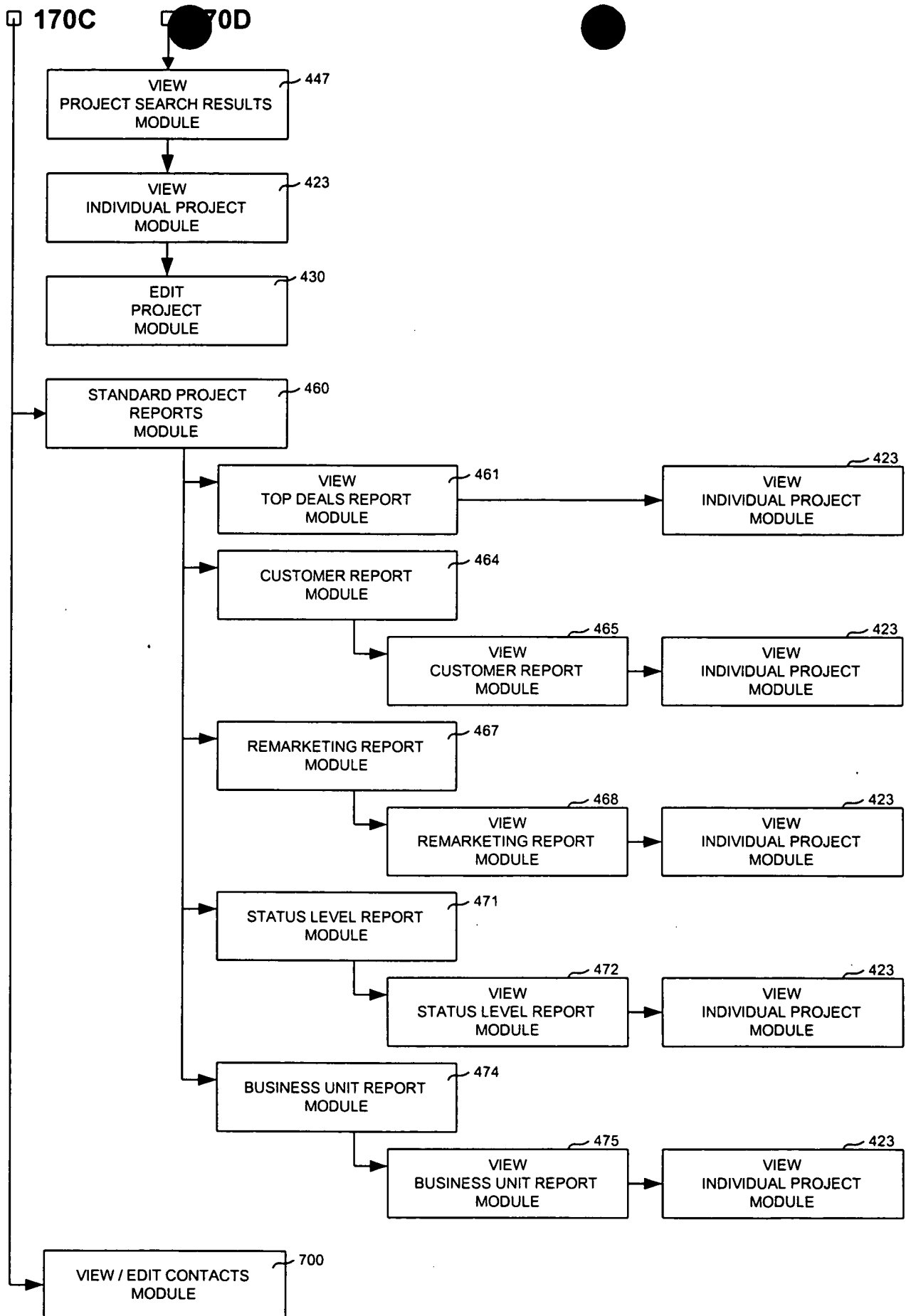
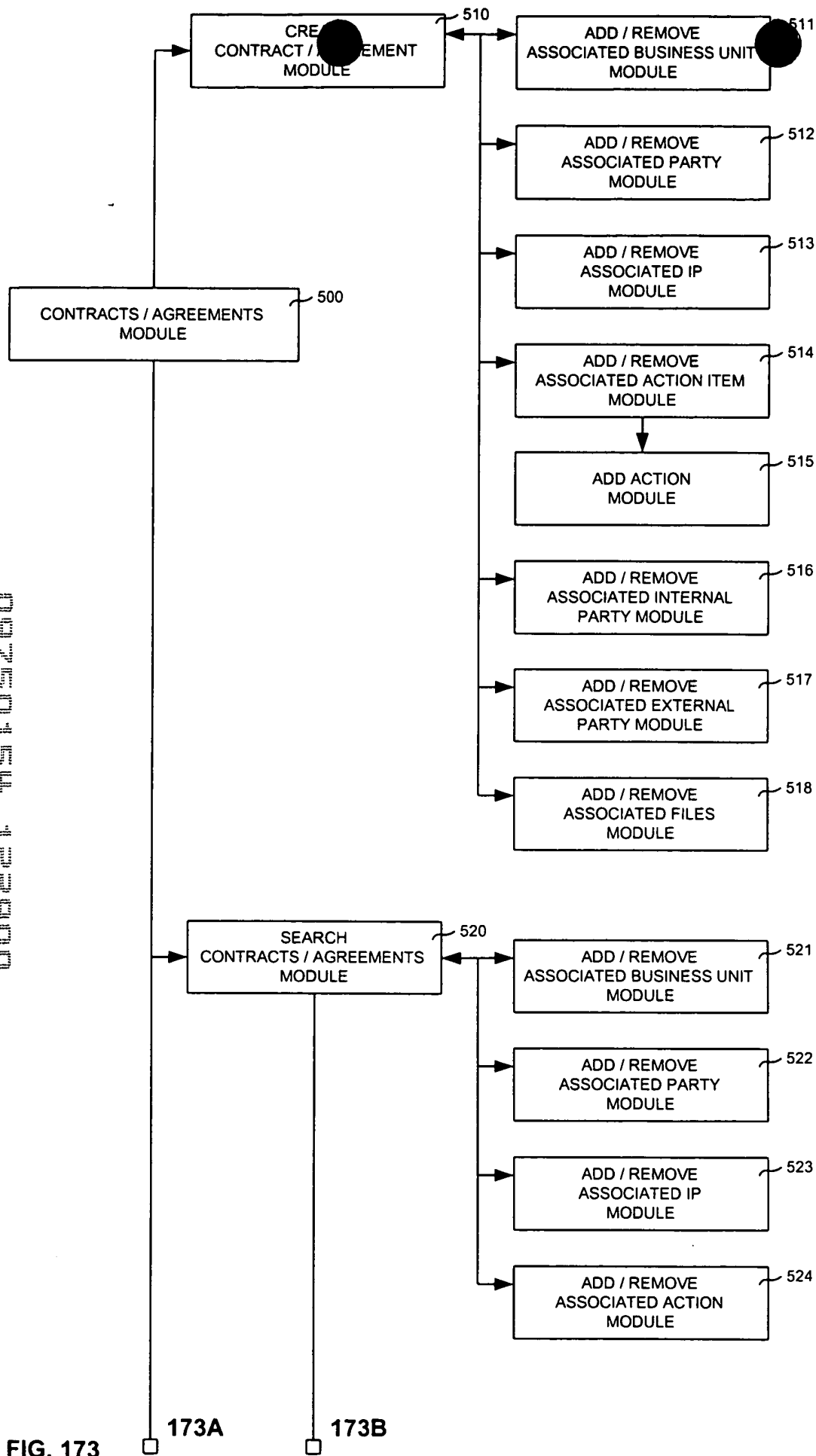


FIG. 172

09750154.122900



0950164-12900

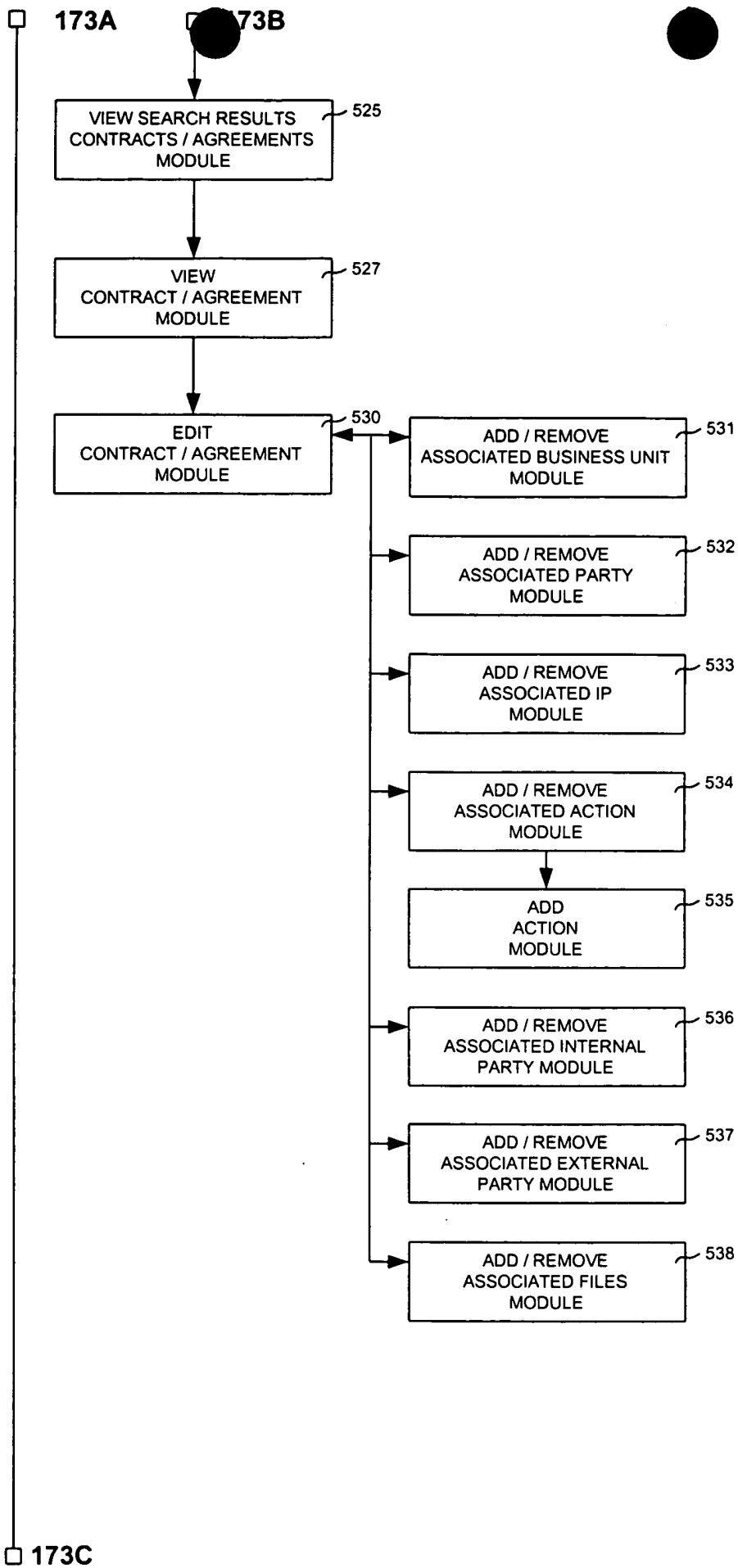
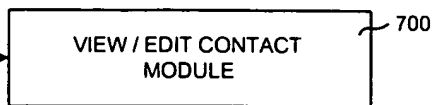
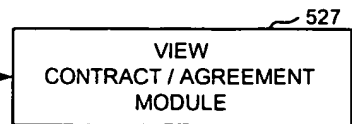
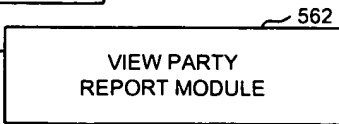
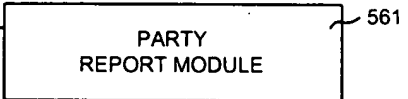
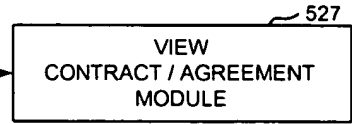
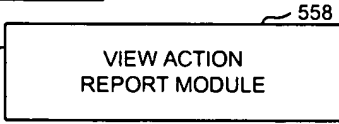
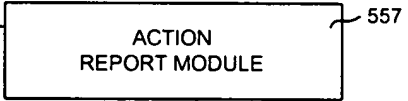
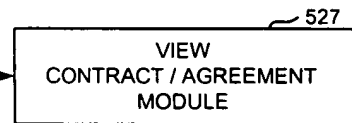
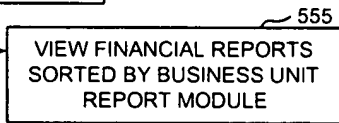
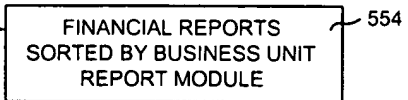
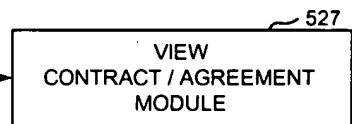
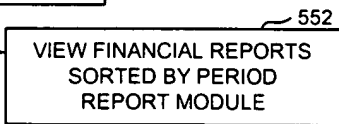
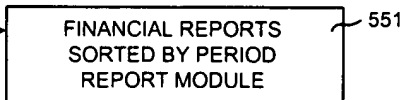
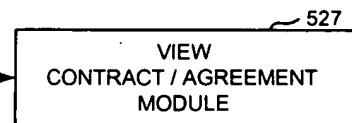
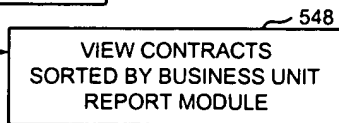
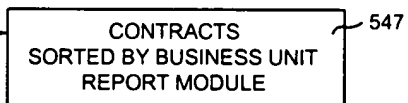
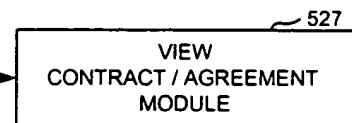
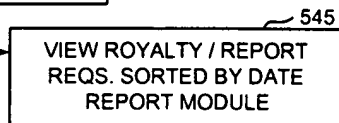
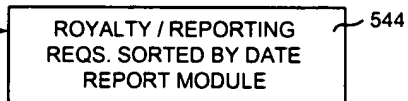
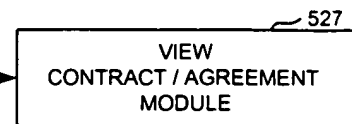
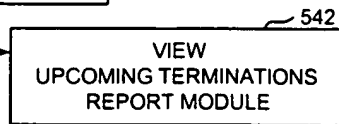


FIG. 174



173C



09750154-12900

FIG. 175

006227-45705260

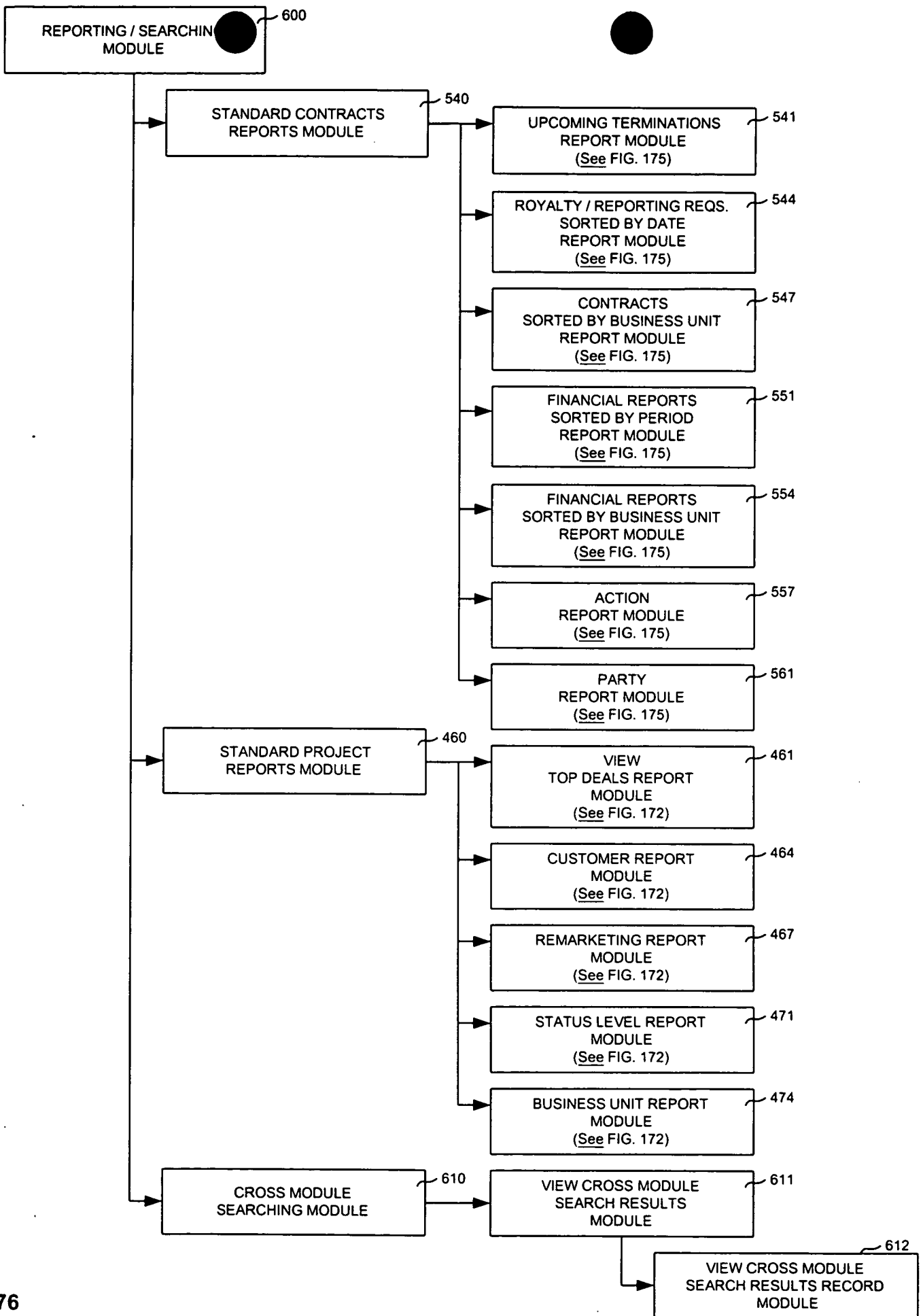


FIG. 176

0050154-12900

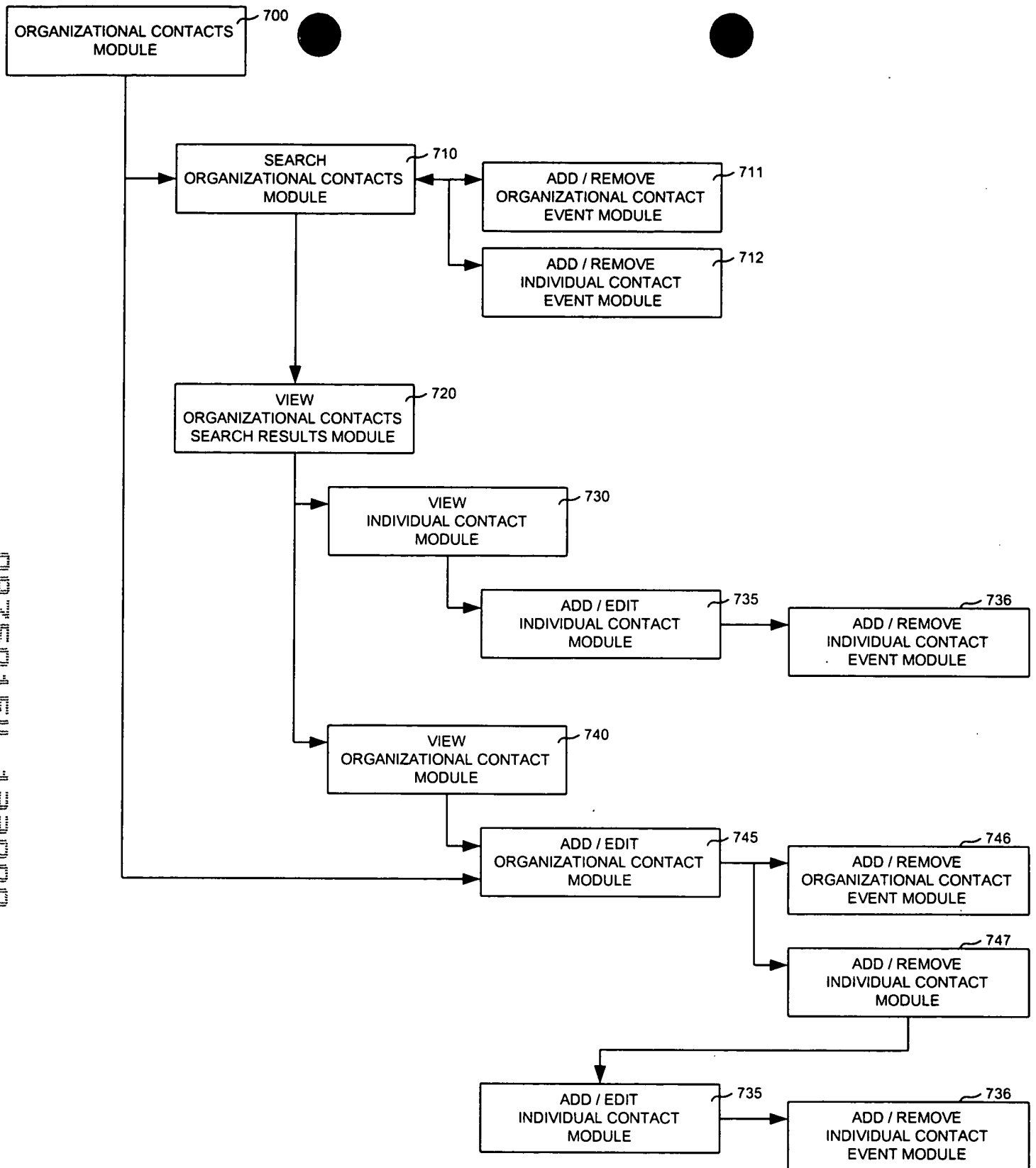


FIG. 177

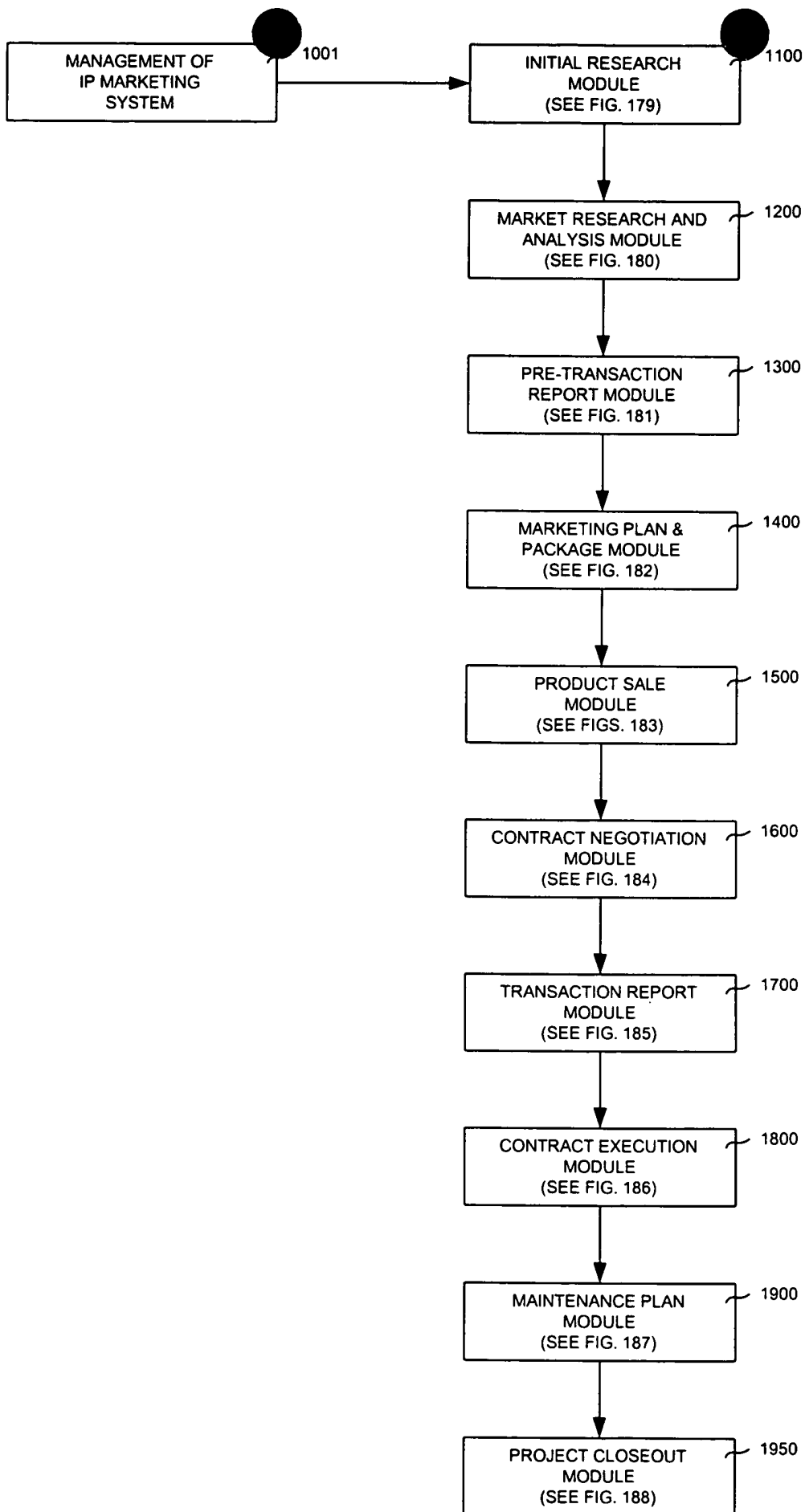


FIG. 178

09750154-123900

052014-1E200

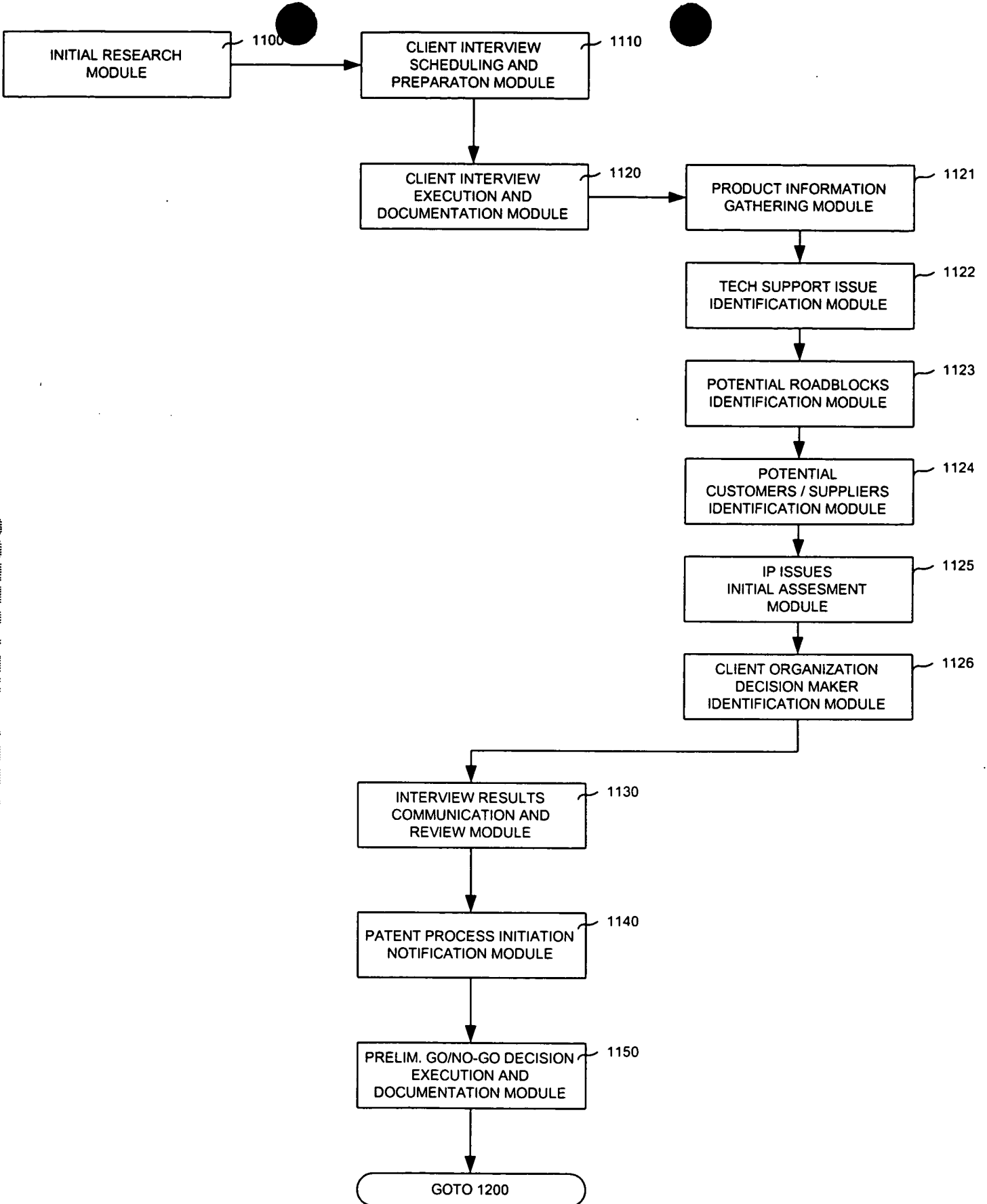


FIG. 179

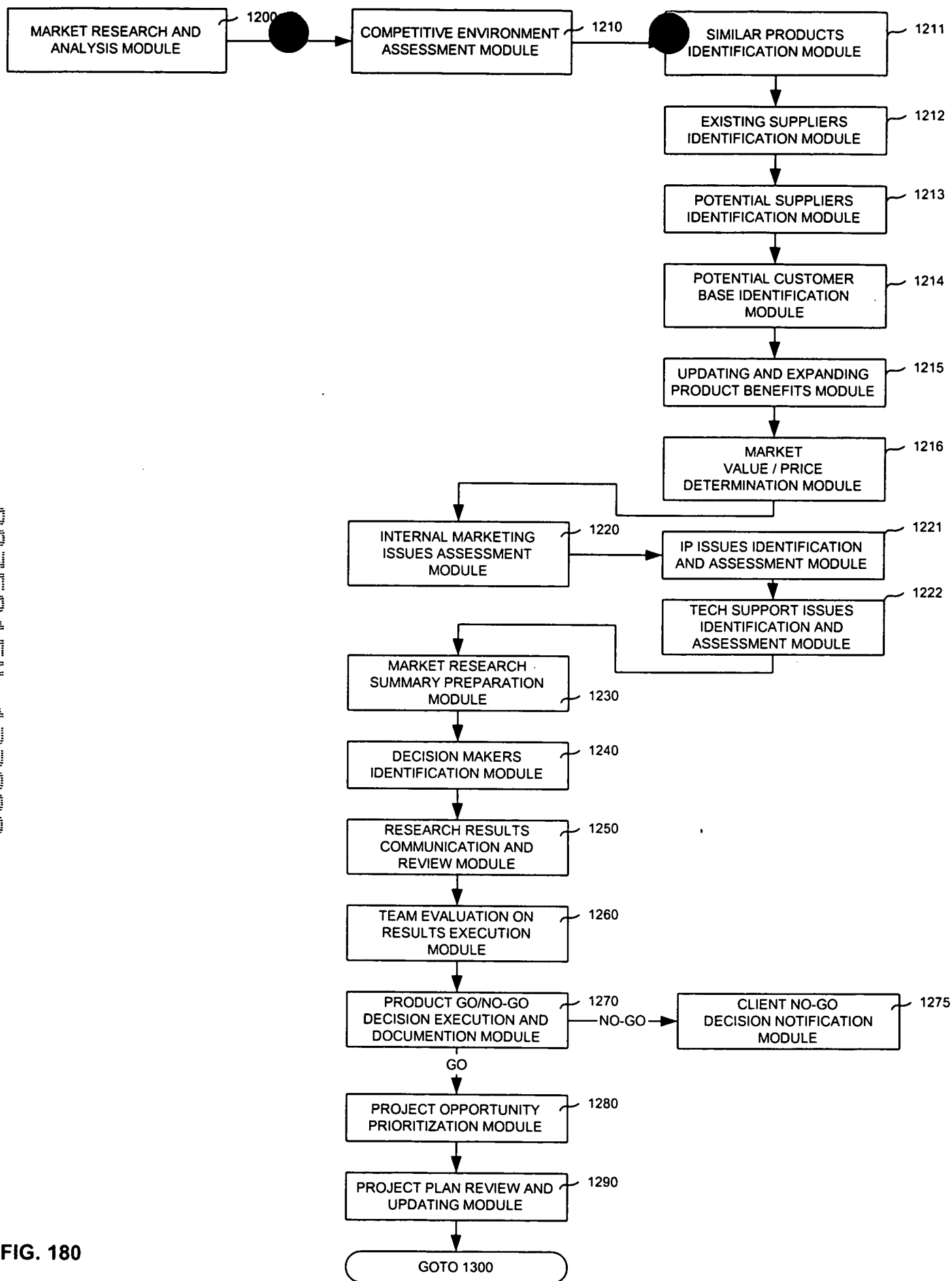


FIG. 180

09750154-12900

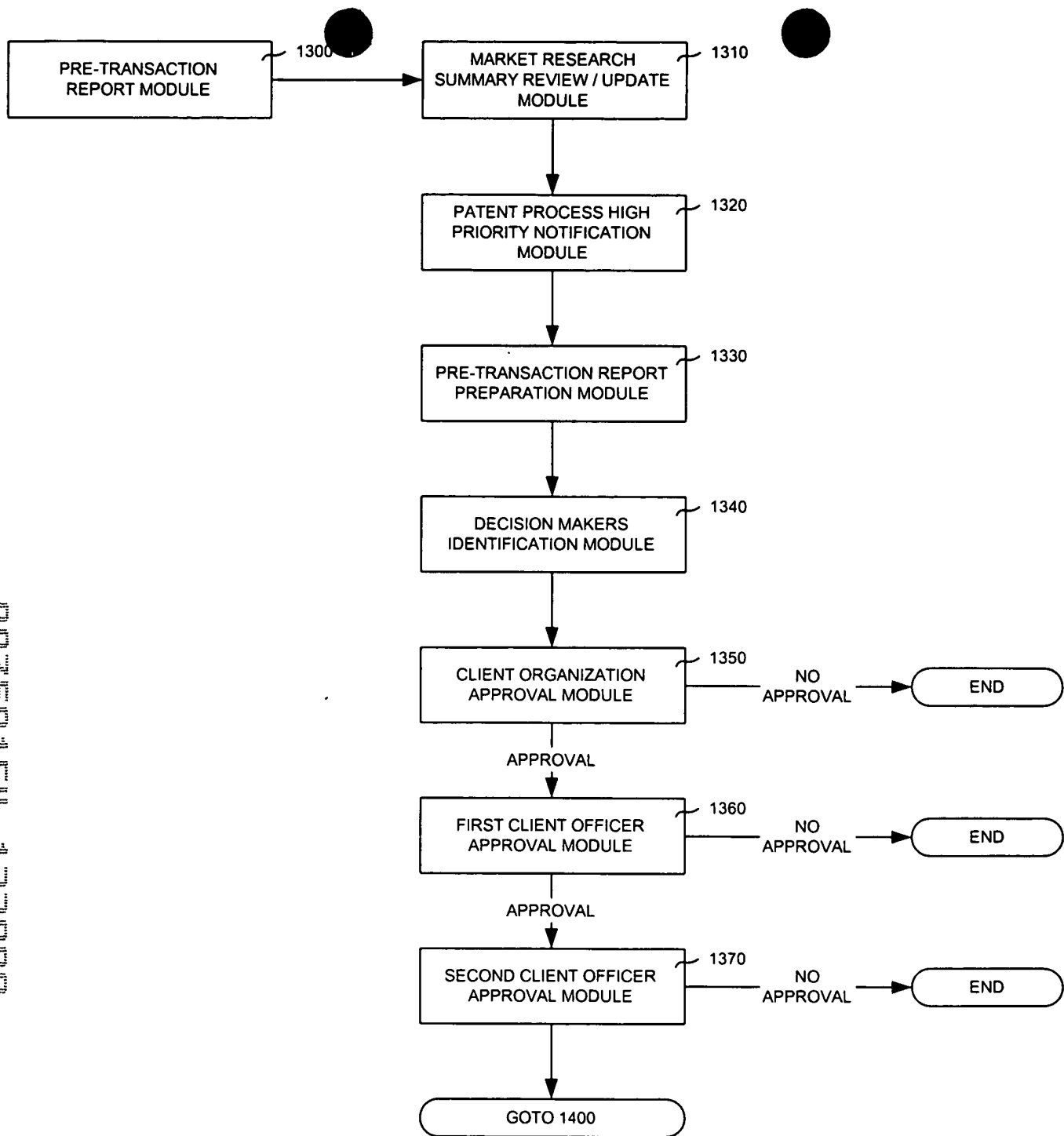


FIG. 181

05201941 120000

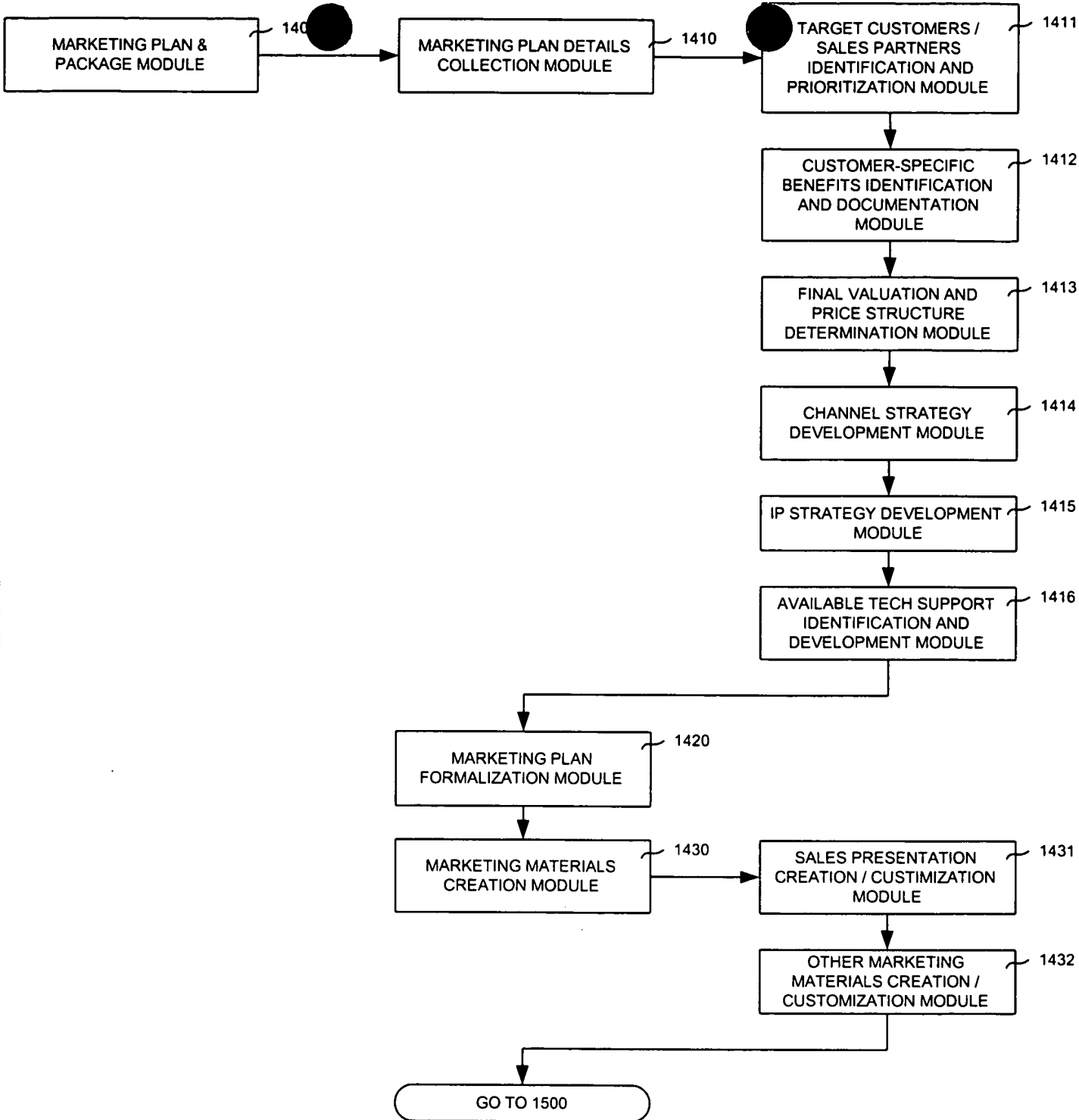


FIG. 182



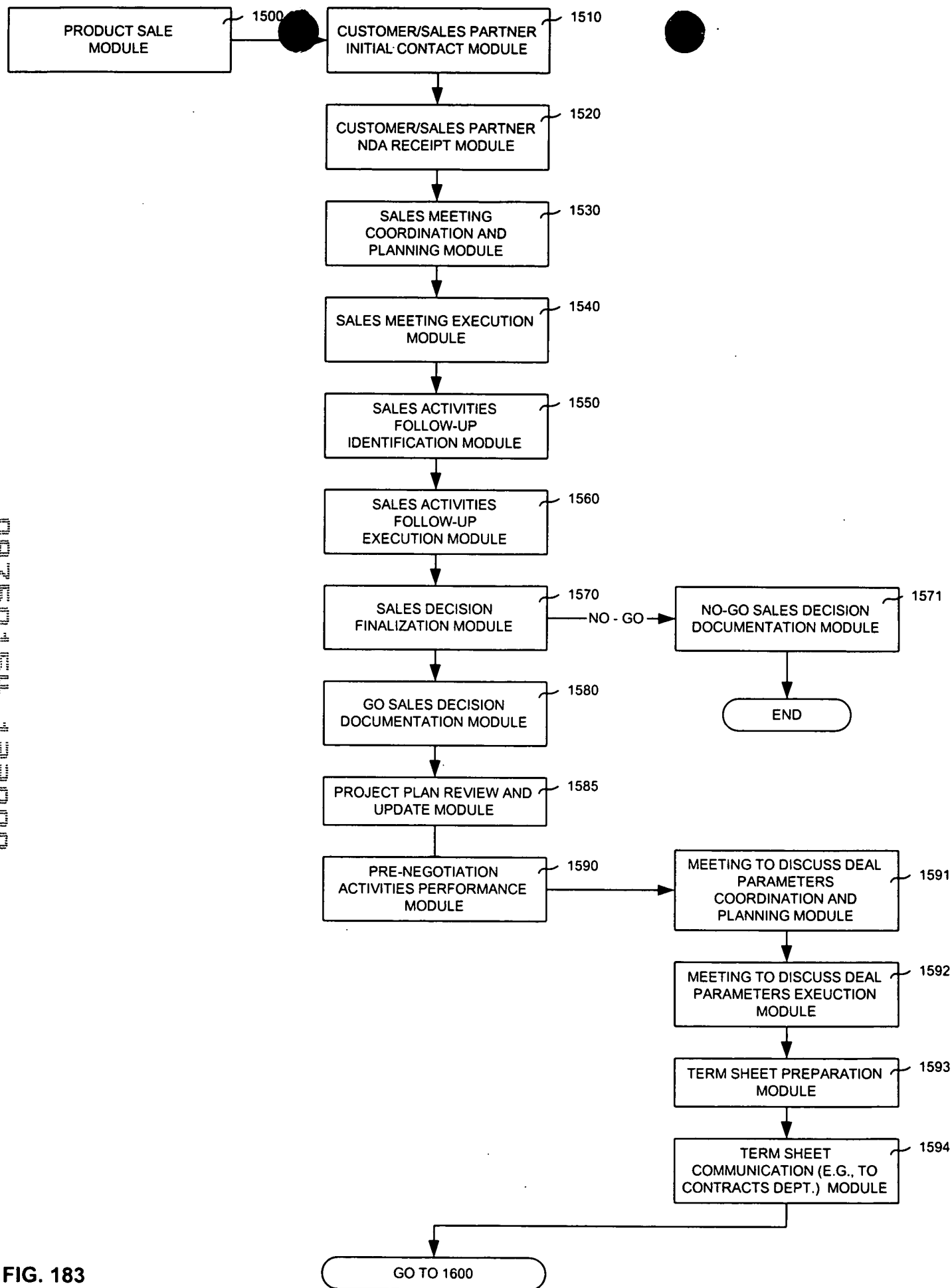
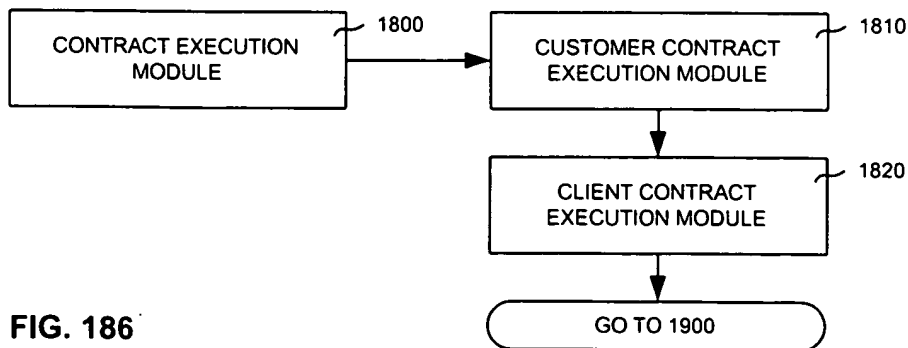
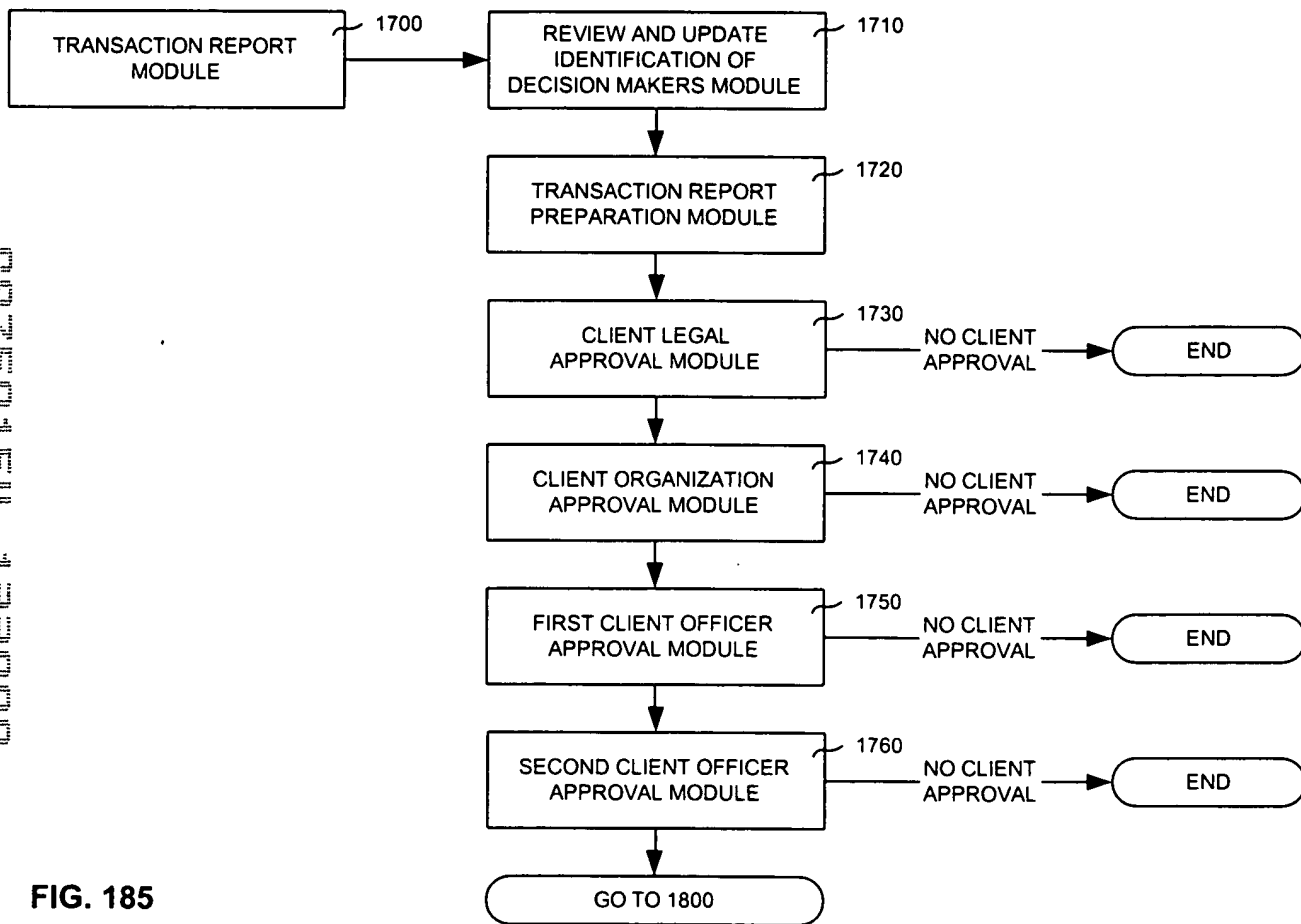
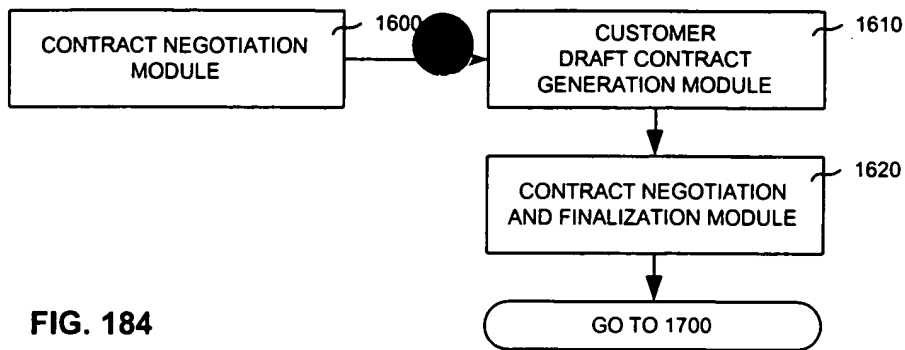
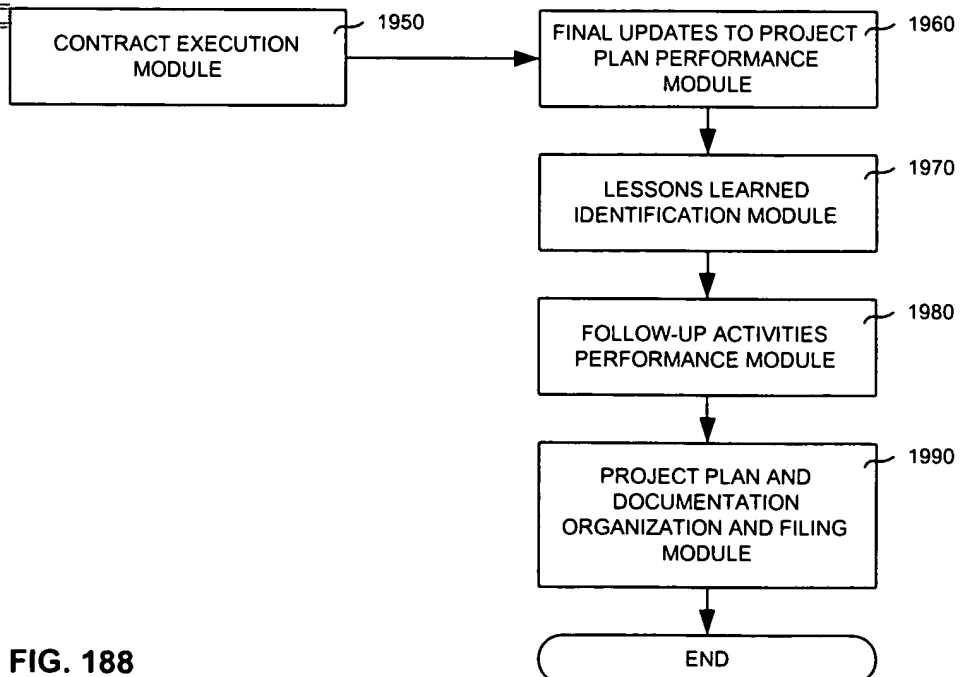
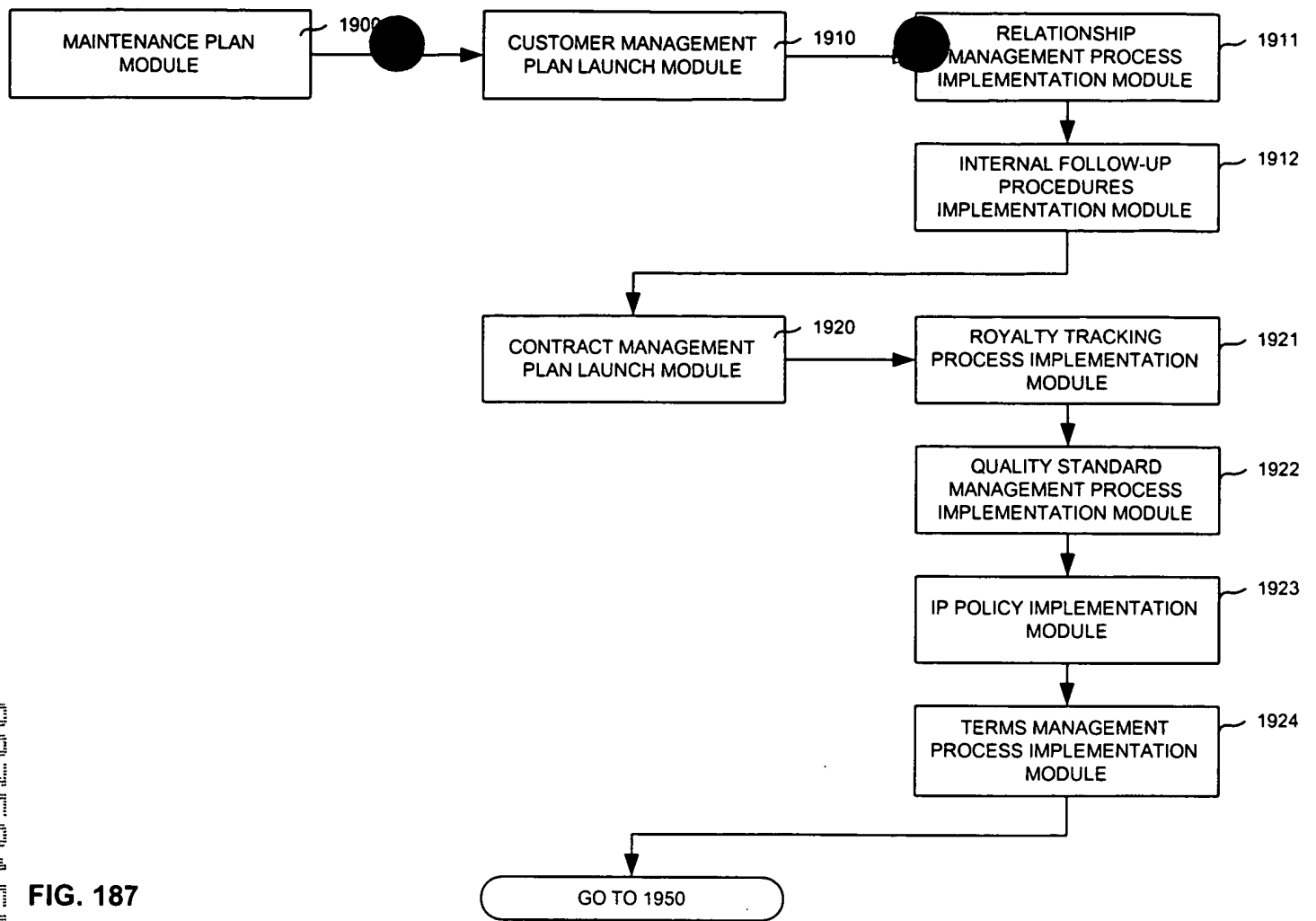


FIG. 183





# Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead

FIG. 189

51 Sell product

At this point, duplicate project plan for each target customer for the specified product.

88 Close out project

Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.

FIG. 190

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv	Resources
1	1	Conduct Initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No	Product Mgr
11	1.4	Notify IPMAN to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mktg Analyst
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mktg Analyst
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	26	0%	Yes	Mktg Analyst
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,41	0%	Yes	Product Mgr
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst
33	3.2	Notify <del>IPMA</del> of potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr
38	3.7	Gain VP CIO approval	3 days	Wed 2/8/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
61	6.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr



# Project Template Project Plan

ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep
72	7.3	Obtain IP/MARK legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr
78	8.2	Obtain IP/MARK contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80.83	0%	Yes	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	80	0%	Yes	Project Lead
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead

- 3 Conduct & document client interview  
If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
- 4 Gather product information  
Must include product benefits, similar products, etc.
- 5 ID tech support issues  
Type of support required? Tech transfer? Support partner? No support?
- 8 Perform initial assessment of IP issues  
Title and rights:  
1. Ownership?  
2. Protection?  
3. Possible infringement?
- 9 ID client organization decision makers  
Consider decision makers and needed officer buy-in.
- 11 Notify *IPMAN* to begin patent process  
Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
- 12 Make & document prelim go/no-go decision  
Potential form to doc reasons for go/no go.
- 14 Assess competitive environment  
Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
- 22 ID & assess IP issues  
Expanded investigation of any ownership, protection, potential infringement issues.  
Prepare market research summary  
Potential Score Card form. If so, indicate in task field.
- 25 ID decision makers  
Verify that all key decision makers are identified
- 28 Make & document product go/no go decision  
Potential form to doc reasons for go/no go.
- 29 Prioritize project opportunity or notify client of no go decision  
Create scorecard to prioritize.  
Create form letter that thanks client and notifies of status of product.
- 32 Review/update market research summary  
Potential form, Part 2 of Score Card, more market plan specific info.
- 34 Prepare PTR  
No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
- 35 ID decision makers  
May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval.  
If patent license, add task for *Δ/Δ/Δ* approval.
- 42 ID & document customer-specific benefits  
If form or checklist, can eliminate this task. May be considered part of marketing plan.
- 43 Determine final valuation & price structure  
If form or checklist, can eliminate this task.

- 51 **Sell product**  
At this point, duplicate project plan for each target customer for the specified product.
- 52 **Make initial contact with customer(s)/sales partners**  
Must have signed PTR before initial contact with potential customer
- 53 **Obtain NDA from customer/sales partner**  
Inbound NDA for receiving information and mutual NDA also available on h: drive
- 55 **Conduct sales meeting**  
Including PowerPoint sales presentation
- 56 **ID follow-up sales activities**  
May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!
- 58 **Finalize sales decision**  
Resource for this task is actually the customer.
- 63 **Conduct meeting to discuss deal parameters**  
Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.
- 68 **Negotiate and finalize contract**  
Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
- 71 **Prepare TR**  
If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.
- 85 **Implement quality standard management process**  
Follow up with new customer/sales partner for samples of products to check for product quality.
- 88 **Close out project**  
Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
- 89 **Perform final updates to project plan**  
Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement.
- 90 **Identify lessons learned & perform follow-up activities**  
Follow-up could include analyzing project effectiveness and updating generic plan
- 91 **Organize & file project plan & documentation**  
Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

Client Interview questionnaire (task 1.2)

(Completion Date: \_\_\_\_\_)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

Assess competitive environment checklist (task 2.1)  
(Duration: 4 days – Complete by: \_\_\_\_\_)

ID similar products ..... \_\_\_\_\_

ID existing suppliers ..... \_\_\_\_\_

ID potential suppliers ..... \_\_\_\_\_

ID potential customer base ..... \_\_\_\_\_

Update & expand product benefits ..... \_\_\_\_\_

Determine market value/price..... \_\_\_\_\_

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FIG. 198

**Assess internal marketing issues checklist (task 2.2)**  
**(Addresses internal IP and Tech Support issues)**

1. ID & assess IP issues

2. ID & assess tech support issues

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**FIG. 199**

INTELLECTUAL PROPERTY OUTMARKETING  
PRE-TRANSACTION REPORT

Product/Project Name:

Entity Requesting:

Contacts (Entity  
Name, Phone Numbers,  
Email):

Outmarketing Party(s)  
(Company, Address, State of  
Incorporation, Contacts, Phone  
Phone Numbers):

Intellectual Property Involved:  
(Patents, Trademarks, Trade  
Secrets, Software, etc.)

Background of Deal  
(How Deal Developed,  
Summary of  
Intellectual Property  
Functionality/Uses,  
Deal Structure):

Financial Analysis  
(Revenue to be Recognized,  
Cost Savings, etc.):

Competitive Analysis  
(Worldwide, Outside US,  
US only, Outside 9 State  
Region, etc.):

Status of Deal  
(Ready to Sign Up, Need  
Negotiation Assistance):

Anticipated Timeline  
(Initial Meeting, Demos,  
Sign Contract, etc.):

\_\_\_\_\_, a \_\_\_\_\_ Corporation subsidiary, requests \_\_\_\_\_ IPMARK \_\_\_\_\_  
\_\_\_\_\_ on its behalf to enter into an intellectual property outmarketing agreement according to the above-  
described terms.

Requestor

Entity/Dept.

Title

Date

Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners ..... \_\_\_\_\_

ID & document customer-specific benefits ..... \_\_\_\_\_

Determine final valuation & price structure ..... \_\_\_\_\_

Develop channel strategy ..... \_\_\_\_\_

Develop IP strategy ..... \_\_\_\_\_

ID & develop available tech support ..... \_\_\_\_\_

Formalize marketing plan ..... \_\_\_\_\_

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FIG. 201



## NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of \_\_\_\_\_ Entity], a corporation organized under the laws of \_\_\_\_\_ ("OWNER"), and \_\_\_\_\_, a corporation organized under the laws of \_\_\_\_\_ (the "Company"), effective as of \_\_\_\_\_, 20\_\_\_\_. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with \_\_\_\_\_

\_\_\_\_\_ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

running directly or indirectly to *OWNER*; (iii) has been approved for release by a written authorization by *OWNER*; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from *OWNER*.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for *OWNER* in connection with the Project except with the prior written consent of *OWNER* or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by *OWNER* in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify *OWNER* of such request or requirement prior to disclosure so that *OWNER* may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of *OWNER*. Within ten (10) days following the receipt of a written request from *OWNER*, the Company shall deliver to *OWNER* all tangible materials containing or embodying the Information received from *OWNER*, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to *OWNER* or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to *OWNER*'s ownership thereof.

PRIVATE/PROPRIETARY/LOCK

8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that *OWNER* shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by *OWNER*. None of the Information which may be disclosed by *OWNER* shall constitute any representation, warranty, assurance, guarantee or inducement by *OWNER* to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate *OWNER* to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by *OWNER* in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of *OWNER*'s affiliated companies or by any company, person or other entity participating with *OWNER* in any consortium, partnership, joint venture or

PRIVATE/PROPRIETARY/LOCK

similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by **OWNER**, shall be deemed to constitute Information under this Agreement, and the rights of **OWNER** under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of \_\_\_\_\_, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

**OWNER:**

Company:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

PRIVATE/PROPRIETARY/LOCK

Product Name

## License Agreement Term Sheet

- Definitions  
What is licensed?
- Specs of the Software (exhibit)  
Definition/description?
- Delivery, testing and acceptance  
How should this work?
- Grant and Scope of License  
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction  
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms  
Royalties? Buy? Savings?
- Acct and audit rights  
As stated in the partnership agmt?
- Sales and Property tax liability  
Who liable?
- Trade secret protection/Confidentiality terms  
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

FIG. 206


- Title to original software and owner infringement reps  
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions  
Who owns?
- Source code inclusion/exclusion and protection  
Must source be disclosed to partnership?
- Training and documentation req's  
Any?
- Protection of Trademarks <sup>OWNER'S</sup>  
Partnership must honor  marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

FIG. 207

**INTELLECTUAL PROPERTY OUTMARKETING  
TRANSACTION REPORT**

**INTELLECTUAL PROPERTY INVOLVED:**

**OUTMARKETING PARTY:**

**BUSINESS DEAL CONTACTS:**

**INTELLECTUAL PROPERTY CONTACTS:**

**ESTIMATED VALUE:**

Up Front Savings  
Revenues (Years) = \_\_\_\_\_

**I. Executive Summary**

**II. Background**

**FIG. 208**

006227-105260

### **III. Deal Structure**

### **IV. Financial Analysis**

### **V. Competitive Analysis**

- (1) Customers:
- (2) Territory:
- (3) Standardization:

**FIG. 209**



**VI. Recommendation**

**BUSINESS APPROVAL**

**LEGAL APPROVAL**

**Signature:**

\_\_\_\_\_

\_\_\_\_\_

**Printed Name:**

\_\_\_\_\_

\_\_\_\_\_

**Title:**

\_\_\_\_\_

\_\_\_\_\_

**Entity:**

\_\_\_\_\_

\_\_\_\_\_

**Date:**

\_\_\_\_\_

\_\_\_\_\_

00622T-4505760



**Instructions:**

1. All updates in MS Project are made at the sub-task level only.
2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
3. Find the column for the field you wish to update for the task and enter update information in the space provided.
4. Use the following guidelines for updating fields in MS Project:
  - Start/Finish Date - Change the duration of the appropriate task(s) to arrive at the new start/finish date
  - % Complete - Enter the new % complete for the task(s), either manually or using the up/down arrows
  - Deliverable - Change deliverable field to Yes, either manually or using the option in the drop down box

- 10675014 = 10675000

# Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	<div style="border: 1px solid black; padding: 5px; display: inline-block;">Total Score:</div>
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact:		IPMARK Primary Contact:
Name _____		Name _____
Phone _____		Phone _____

Score Card Key Factors	Scoring & Explanation
<b>1. MARKET POTENTIAL</b> <ul style="list-style-type: none"> <li>- Product viability (i.e. unique product, benefits, support/maintenance?)</li> <li>- Potential customers?</li> <li>- Few competitive products/suppliers?</li> <li>- Large market, low market saturation?</li> </ul> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">High Potential -----</div> <div style="text-align: left;">Low Potential -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>10 9 8 7 6 5 4 3 2 1</span> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Market Potential Rating:</div>
<b>2. PROJECT TIMEFRAME</b> <ul style="list-style-type: none"> <li>- Product developed &amp; ready to market?</li> <li>- Ownership? Patent status?</li> <li>- Identified interested parties?</li> <li>- Deal simple or complex?</li> <li>- Anticipated time to sell/close/recognize \$?</li> </ul> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">Today -----</div> <div style="text-align: left;">12 ----- 18+ mths</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>10 9 8 7 6 5 4 3 2 1</span> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Project Timeframe Rating:</div>
<b>3. PROJECTED REVENUE POTENTIAL</b> <ul style="list-style-type: none"> <li>- Anticipated total revenue from project? (if no strong customers, use 1X value)</li> </ul> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">Over 5M -- 4M -----</div> <div style="text-align: left;">Under 1M ----- 100K</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>10 9 8 7 6 5 4 3 2 1</span> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Revenue Potential Rating:</div>
<b>4. COMPETITIVE THREAT TO BELL SOUTH</b> <ul style="list-style-type: none"> <li>- Sale give customer competitive advantage over BellSouth?</li> </ul> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">No Threat -----</div> <div style="text-align: left;">High Threat -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>10 9 8 7 6 5 4 3 2 1</span> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Competitive Threat Rating:</div>
<b>5. INTANGIBLE VALUE</b> <ul style="list-style-type: none"> <li>- Set stage for future big \$ deals?</li> <li>- Build/foster relationship w/ existing/future customer?</li> <li>- Officer request/interest?</li> <li>- Public relations opportunity?</li> </ul> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: right;">High Profile -----</div> <div style="text-align: left;">Low Profile -----</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>10 9 8 7 6 5 4 3 2 1</span> </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Intangible Value Rating:</div>
	<b>TOTAL SCORE:</b>

FIG. 212

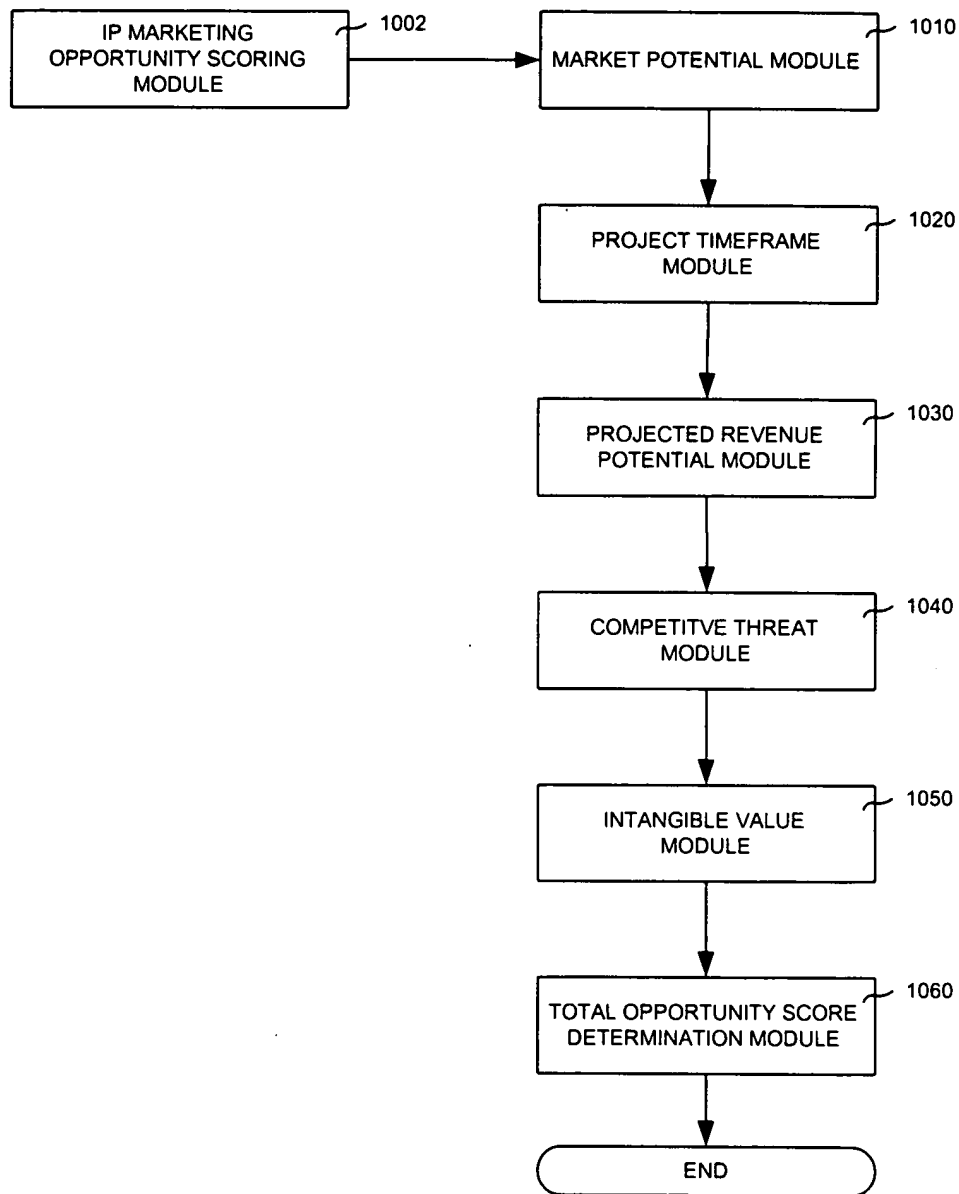


FIG. 213

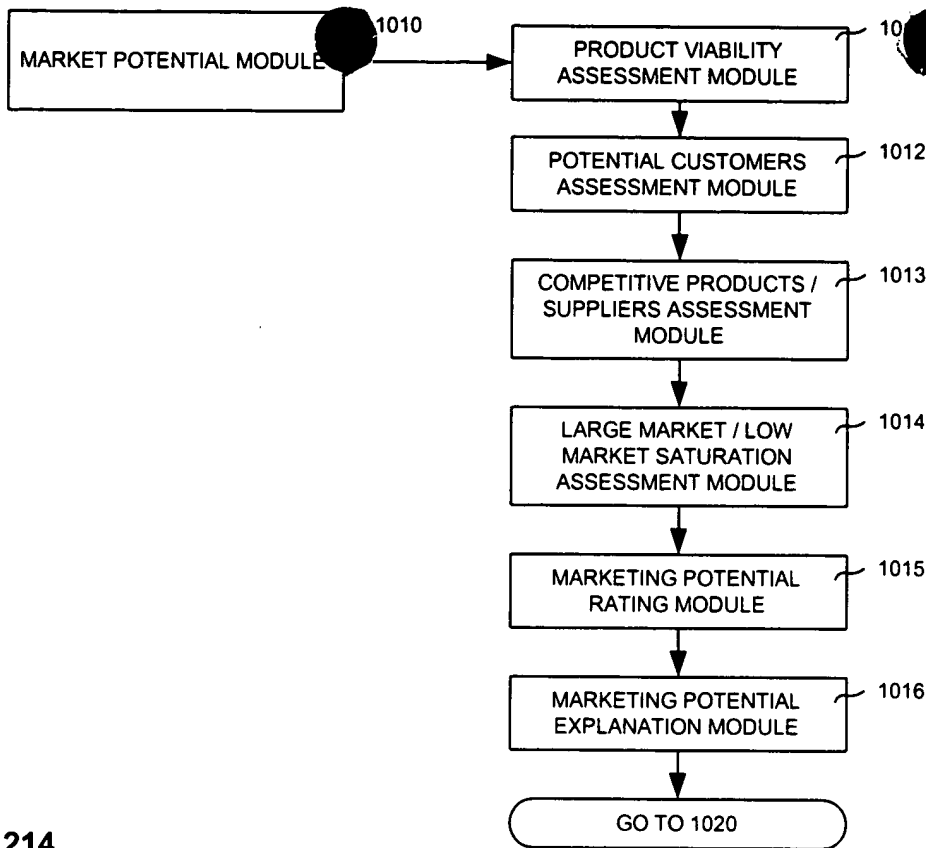


FIG. 214

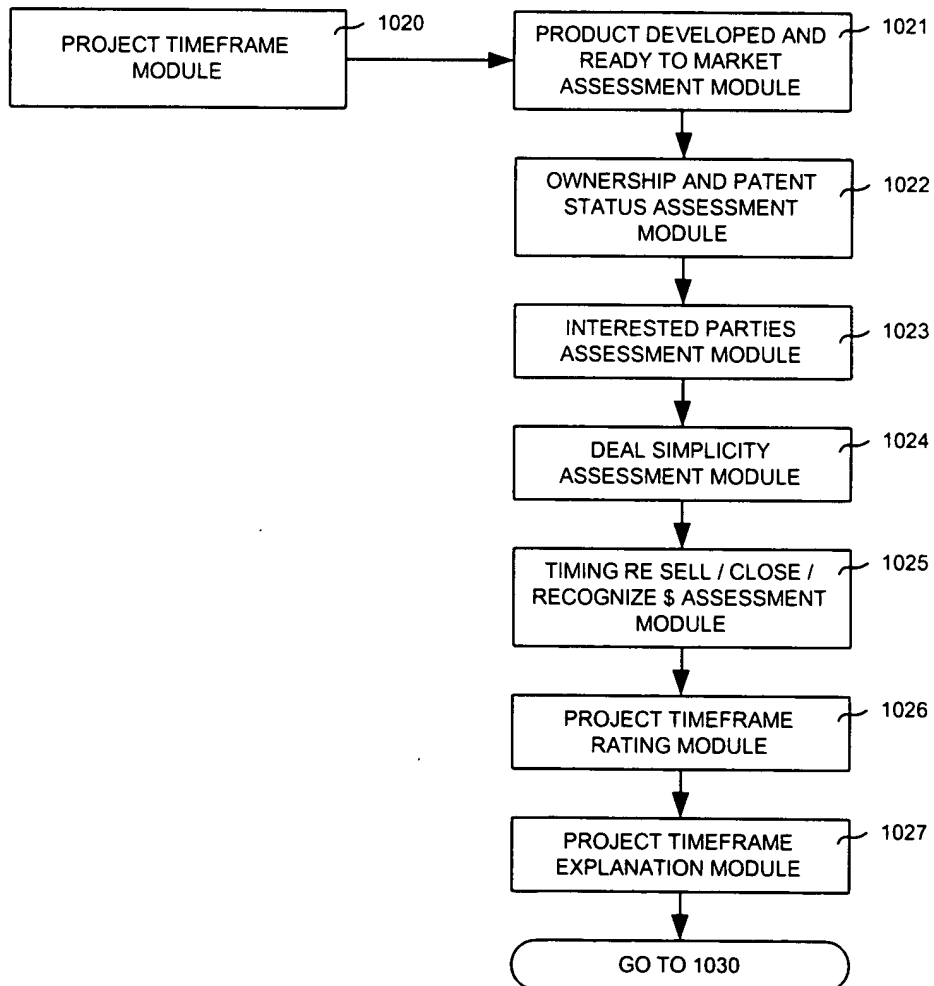


FIG. 215

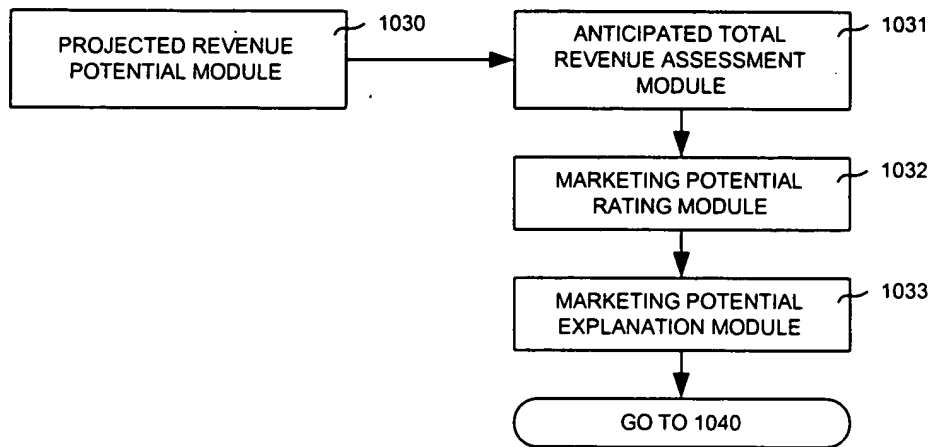


FIG. 216

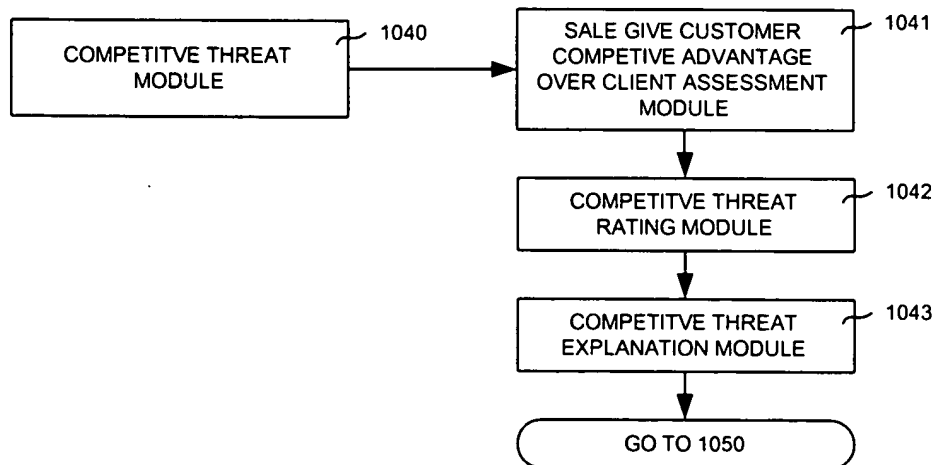


FIG. 217

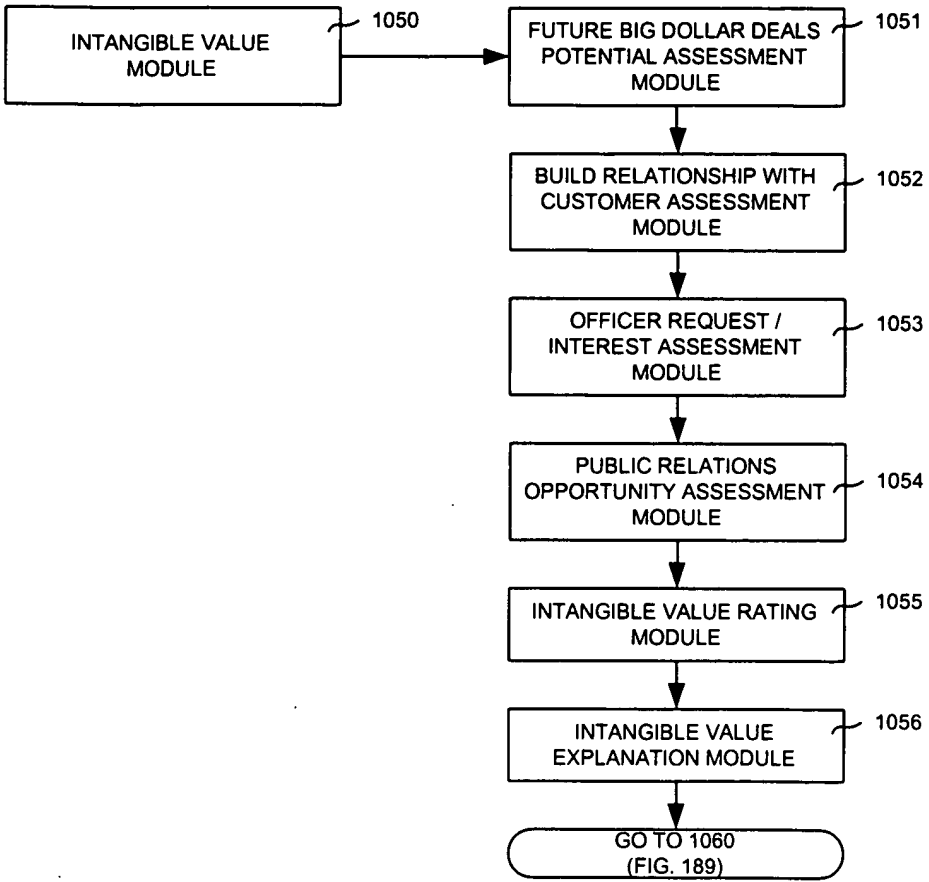


FIG. 218

# INTELLECTUAL PROPERTY AWARDS PROGRAM

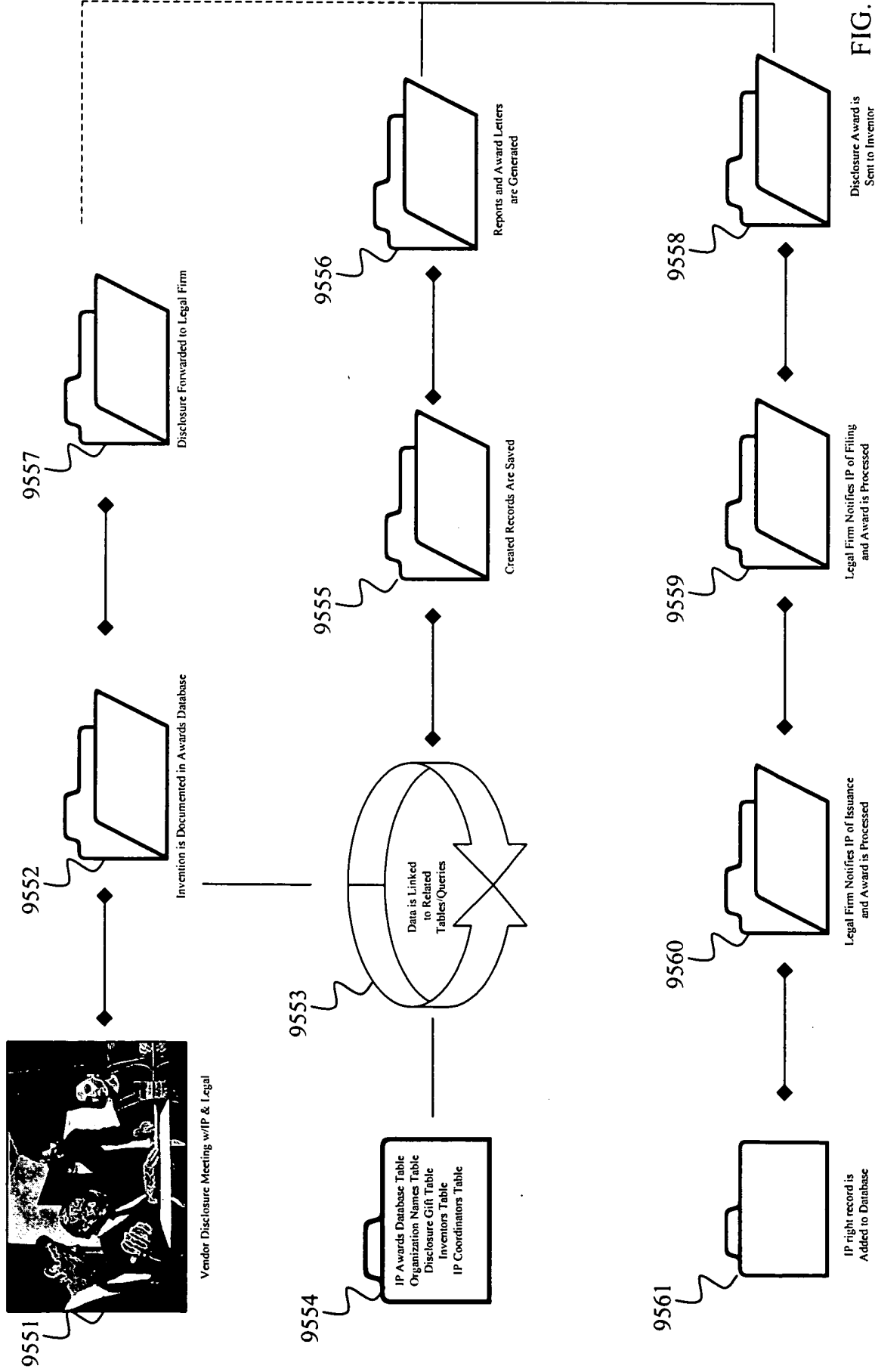


FIG. 219



# >>> **Company Intellectual Property**>>>

## >> **10 Step Checklist**

### ✓ **Patents**

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
  - ⇒ Development of a new product, feature, process or software that seems unique
  - ⇒ Improvements to existing technology, product, process, or software
  - ⇒ Results that cut costs and/or improve efficiency
  - ⇒ Creation of a new business method

*It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!*

### ✓ **Proprietary Information**

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
  - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
  - ⇒ any necessary patent applications have been filed prior to such disclosures.

*Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.*

### ✓ **Trademarks**

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

*Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.*

### ✓ **Ownership**

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

*Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.*

### ✓ **Copyrights**

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

*Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.*

### ✓ **Marketing**

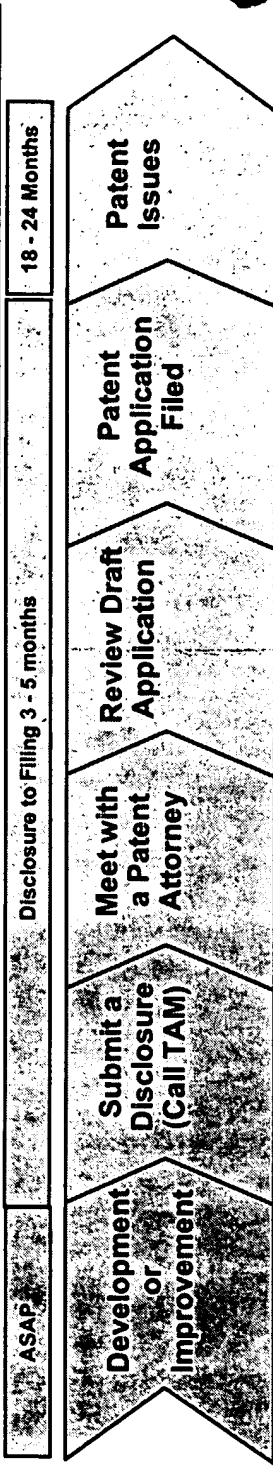
Company's policy is to maximize the value from its intellectual property.

- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

*Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.*

# Patent Process Life Cycle

Patent Timeline:



Task :

- Developments or Improvements created by company employees or with company resources should be brought to IP Protection's attention
- Review for technical merit
- Initial marketing potential analyzed
- Administrative procedures addressed
- State of industry will prepare at least 1 draft application
- Sufficient detail such that someone of your expertise could replicate the invention
- Outside attorney will prepare at least 1 draft application
- Attorney Prep: 6-8 weeks
- Inventor given 2 weeks to review & return to IP Protection
- Outside attorneys are flown in for mtg
- We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection
- 2-8 weeks for disclosure preparation for Outside Attorney
- Mtg: 1.5 - 2 hrs
- 1-2 wks in advance
- Outside attorneys are flown in for mtg
- 4 Weeks to receive official filing notice from the US Patent Office
- 12-18 months

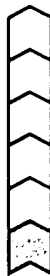
Time Frame:

Innovation Award:

Achievement Award:

- Each inventor receives \$1000
- Receive a Disclosure Gift
- Each inventor receives \$2000
- If this is an inventor's 5th company patent, he/she will receive an additional \$2500
- 10th Issued Company Patent: Additional \$5000
- >14th Issued Company Patent: Nominated for General Award

FIG. 221



# Innovations

## What's Patentable?

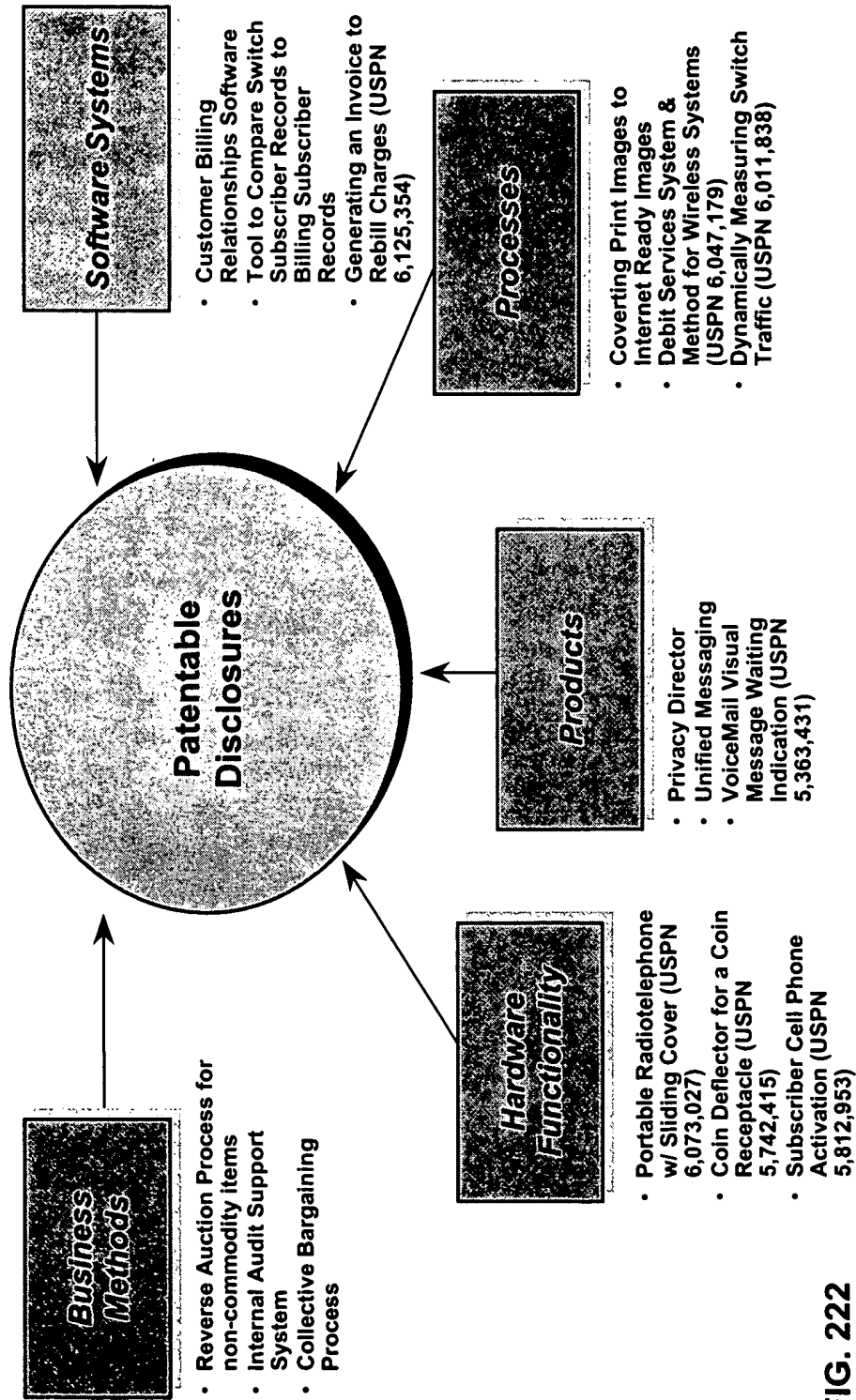


FIG. 222

## Internal Auditor

### *Inventor*

- **Identify innovations within your organization:**

- Developed or improved a process or service?
- Created a method of doing business?
- Improved efficiency or cut costs?

- **Innovation:**

- Developments or improvements by you, the employee or
- Developments or improvements created with resources

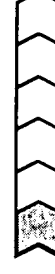
### *IP Ambassador*

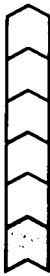
- **Raising Awareness of Intellectual Property:**

- Assist in the education of employees
- Identify intellectual property risks to business objectives
- Identify intellectual property controls to those risks
- Where appropriate, suggest IP inclusion to organizations modifying their business process.



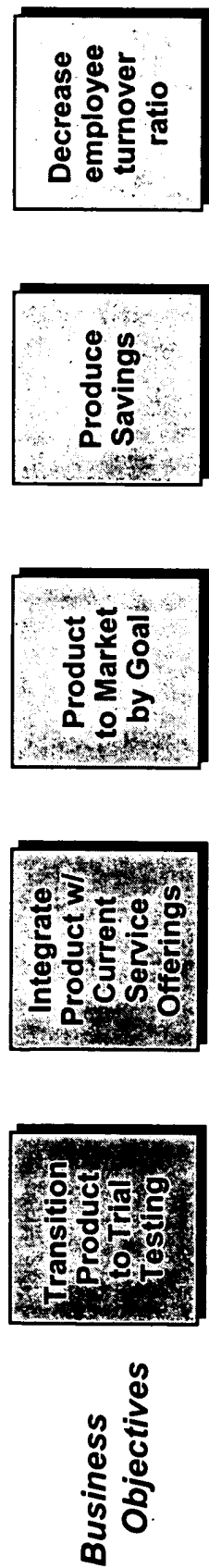
FIG. 223





# Internal Audit & the Checklist

## Sample Business Process



### Potential Risks

- Delay in contract negotiations
- Vendor's architecture incompatible
- Contract Disputes
- Project delayed by missed deadlines
- Unable to market product as intended due to Trademark Issues
- Increased development al costs
- Product released to <50% of Market in 2001
- Costly Overhead
- Employee Incentive Programs too costly
- Access to Senior Mgt too bureaucratic
- Limited Budget for Salary Increases

### Controls

- Seek Patent Protection early
- Ensure proprietary info properly marked
- Ensure Ownership
- Seek Patent Protection
- Ensure Proprietary Markings
- Contact Trademark & Corporate Identity Directors early in Process
- Identify outmarket opportunities
- Encourage innovation through the Innovation Awards Program

*As an internal auditor, you can help educate the organization on the importance of intellectual property.*

FIG. 224

# 90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

*Product licensing is a simple process:*

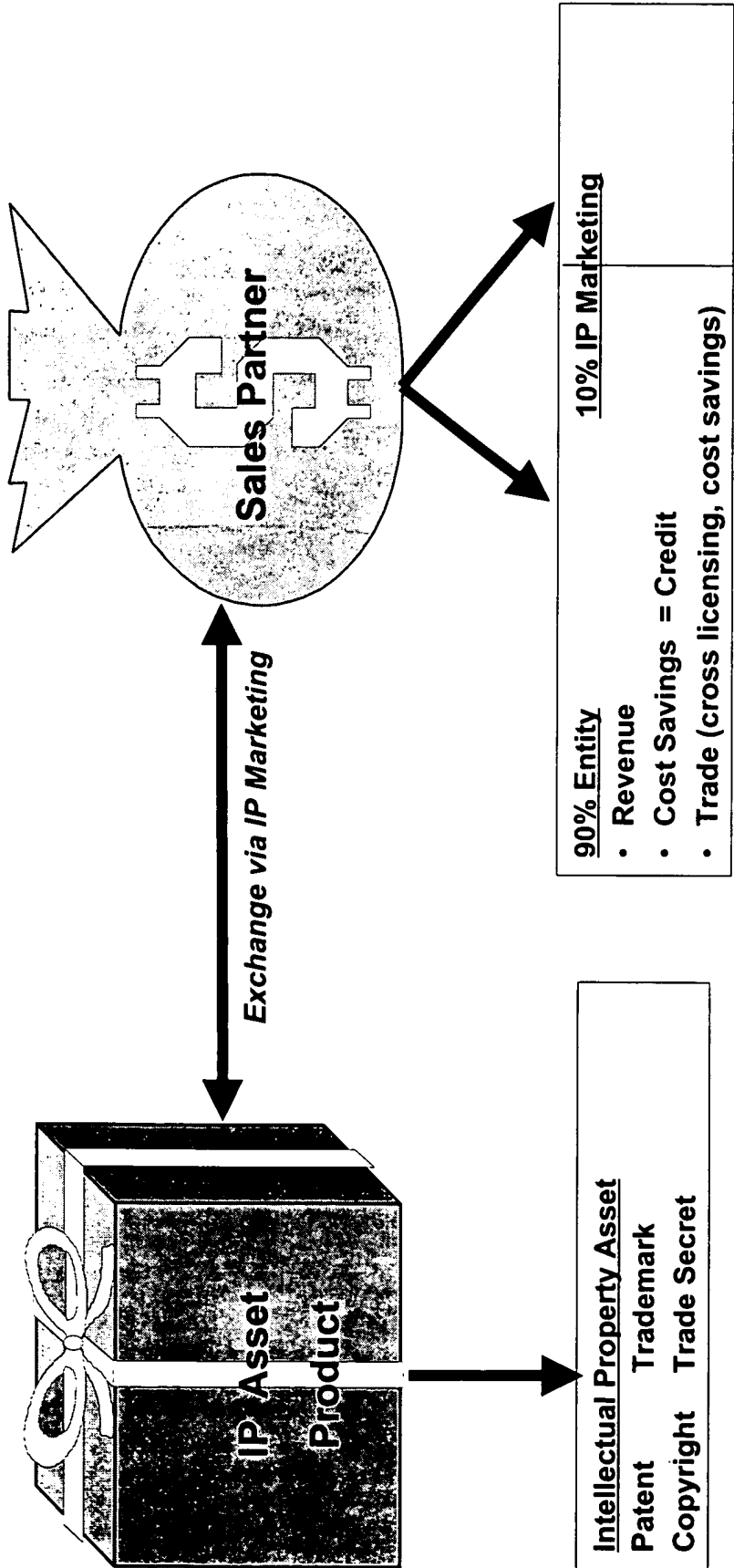


FIG. 225

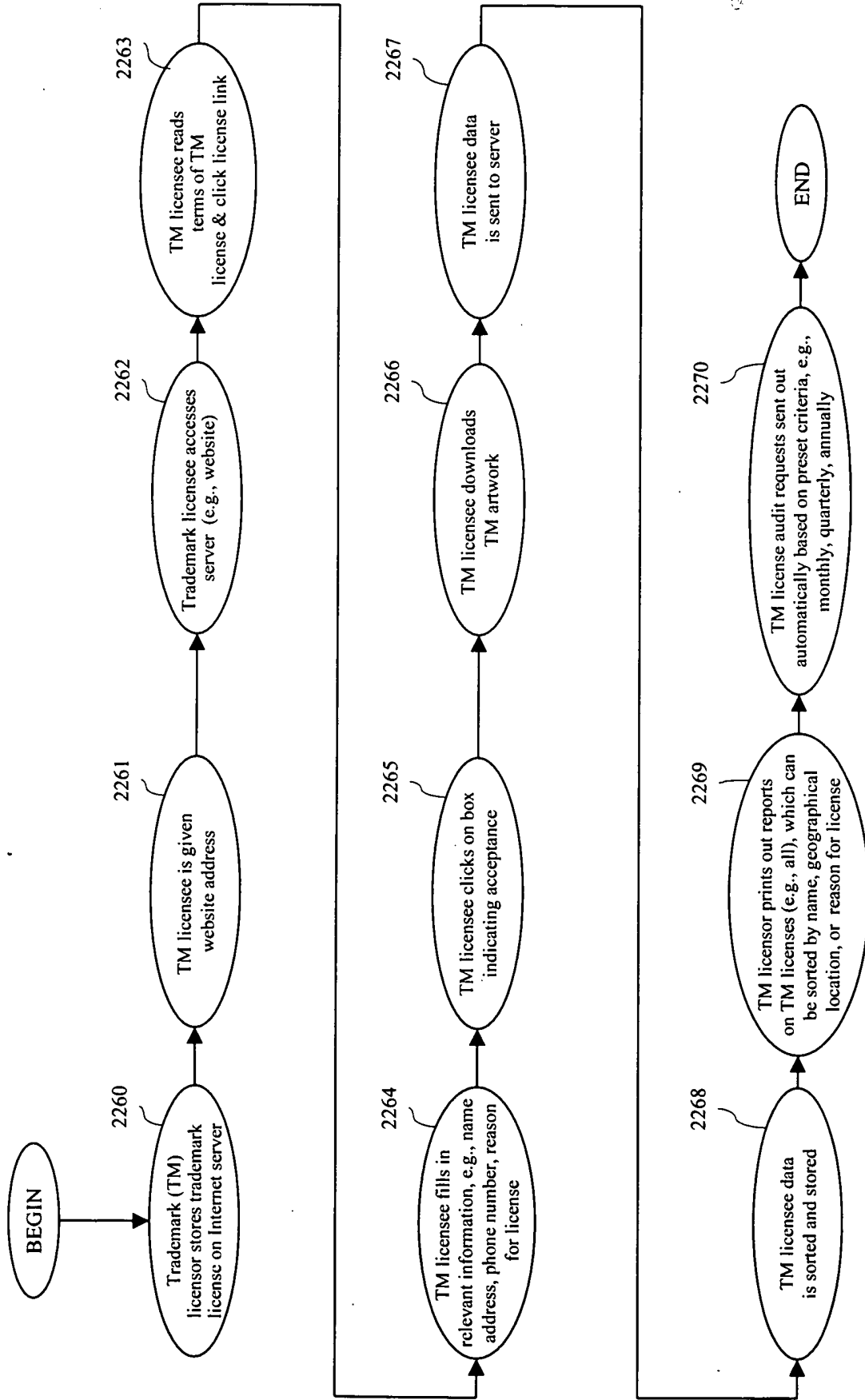


FIG. 226